

50th ANNIVERSARY PORTFOLIO

Sears
New Color-Perfect
WALL PAPER

SEMI-TRIMMED • EASY TO HANG

WASHABLE • FADEPROOF



1936

S E A R S , R O E B U C K A N D C O .



Your living room becomes the rich, restful place you want it to be with the magic of Sears Color-Perfect wall paper in DIAMOND WEAVE, Pattern No. 193 . . . a new textural design.



IVORY BRANCHES, Pattern No. 189, is one of the new two-tone Color-Perfect wallpapers. It gives a stimulating harmony and beauty that surely . . . makes meals more enjoyable!

MODERN ROOM DECORATION

begins with walls . . .

THE ONE THING in any room that your eyes are always aware of, no matter where you look, is the wall. If you want to give your rooms a fresh, modern richness—the quickest, most economical way to begin, is with new wall paper. Interior decorators agree that the wall sets the “tone” for the entire room!

PUT A NEW two tone paper with background in deeper color where that old figured paper is now—see what warm dignity it gives the whole room! Try a crisp new figured paper of different color in the bedroom. Use one of the new linen effects in that cut-up little attic room that’s always been such a problem (the same paper over walls and ceiling if you like)—with strips of one of the gay floral borders outlining doors and windows. See how easy and inexpensive it is to make a room cozy and smart as a French hat-box.

YOU’LL THINK of dozens of ways to enrich your rooms with beautiful Sears wall papers. At very little expense, your whole house — room by room — will take on a new “alive,” up-to-date feeling!

Color-Perfect

THE NEW FEELING IN COLOR
AND TEXTURE INTERPRETED BY
WORLD FAMOUS DESIGNERS IN
EXCLUSIVE NEW SEARS PAPERS

We've taken new fashion ideas from Paris, London, our own fashion centers. We've consulted world-known stylists and colorists; blended modern ideas to give you the same color harmonies, the same textural feeling, that you find in correct rugs, furniture, draperies . . . to insure beautiful, tasteful walls for your home.

And now Sears is ready with these correct-color patterns, dyed with the best colors, and more colors; a multi-color paper using more dyes than ever before. Rotogravure papers, brushed ink designs, silky background papers never before so low-priced.

All are fadeproof; all but three lowest priced papers, as resistant to washing as any wall papers made. But more than this, Sears new wall papers are right, in feeling, for 1936—they're Color-Perfect!

553



Color-Perfect Wall Papers

RETAIN THEIR COLOR AND BEAUTY

WASHABLE FADEPROOF

Sears new Color-Perfect wall paper is printed on paper stock customarily used only for wall papers sold at much higher prices.

Then, we're using the best water-proof inks we can procure—the best fast-to-light colors and the best finishing processes, to make Color-Perfect paper as fadeproof—as washable as any paper that can be produced at any price.

Tests Prove Its Fadeproof Qualities

We've tried Color-Perfect wall paper on actual walls, in sun and heat. We've put every piece under the Fadeometer, the violet ray machine that's built to fade any color that can be faded. Every Color-Perfect paper has passed the Government requirements—stayed under the Fadeometer for 24 hours (equivalent to 3

years of sunlight) without a sign of fading. But we weren't satisfied with that. We put every Color-Perfect paper to even longer tests. Every paper in this portfolio will pass a test of 36 hours under the Fadeometer. Half again as much as Government requirements—the equivalent of 5 years exposure to sun and heat!

Tests Prove Its Washable Qualities

Similarly, we put the Color-Perfect wall papers to practical washing tests, on the wall. Then we put them through the Government tests—and went on testing them some more! Tested them until we proved to our complete satisfaction that Color-Perfect papers are the *best* Fadeproof—the *best* Washable papers that modern science has been able to develop!



• They're Washable! With reasonable care, you can wash them several times without fading or injuring them . . . it's easy to keep them bright as new!



• They're Fadeproof! Even the Fadeometer doesn't fade them, after the equivalent of three years of blinding, bleaching, high-noon sun, and heat!

11

Expert Paper Hangers

TELL YOU ABOUT SEARS

SEMI-TRIMMED WALL PAPERS

People who don't know Sears wall paper go right on saying "There *can't* be any short cuts to hanging wall paper, it's bound to be hard!" Yet the trimming is the only hard part . . . and Sears has taken the worry out of that. Just to prove that it's easy — Sears asked Mrs. Tyler, a young housewife who had never dreamed of doing any papering before—to hang a room—in the presence of eleven professional wall paper hangers.

You can see the room, just as she has started. Paper on smooth and even—exactly the way it should be. As Mrs. Tyler says, "It's easy with Sears patented Semi-Trimmed edge."

Below, you will see what the paperhangers said. Try hanging Sears paper yourself—you'll say the same things! Hanging wall paper well, is easy—when it's SEARS wall paper!



Here's What the Paperhangers Had to Say . . .

"Semi-Trimming is the greatest improvement ever in making wallpaper easy to hang—now it's just a simple job for any housewife."

H. L. Hoffman

"I was really surprised to know it was so easy. Just paste the paper, fold it over and then tear off the Semi-Trimmed edge—that's all there is to it with Sears patented wallpaper."

W. W. Lehrman

"Color-Perfect. Washable. Fadeproof. Semi-Trimmed. It seems as if Sears have every worth while feature in their paper. No question but what Semi-Trimming makes this the easiest paper of all to hang."

F. J. Haas

"Just tear off the edge—that's all. And best of all, it's quick and so easy that anyone can do it . . . you just don't have to know a thing about hanging paper."

Thos. Crawford, Jr.

"When it's a case of saving money or not being able to get a professional paper hanger to do the job for you, buy Sears Semi-Trimmed papers. They are really easy to hang."

Harry Kirsch

"I know it's hard to cut a straight edge even with paper hanger's shears—I can't do it myself. But Semi-Trimming removes all worries because the edge tears right off—you don't need tools to do it."

Morrie Weiss

"One edge has to be trimmed off any wallpaper after it is pasted—this removes excess paste—gives a neater job. Semi-Trimming makes it easy for anyone to do this without tools."

O. Rubin

"It's so easy that a child can trim wallpaper with a perfectly straight edge—no paper hanger's shears or wheel knife. It is the only paper for the housewife who wants to hang her own wallpaper."

P. W. Adrick

"You can't get a perfectly straight edge with a pair of shears but you *can* get one with Sears Semi-Trimmed wallpapers—the only ones that are really easy to hang."

Anton Astberg

"Semi-Trimming makes trimming tools unnecessary. You don't need experience, just cut the strip, paste it, fold it over and tear off the edge—that's all there is to it."

Paul L. Busse

"With Sears Semi-Trimmed paper all the housewife needs to do a good job is a paste brush. Just paste—the Semi-Trimmed edge easily tears off just like tearing two postage stamps apart."

Louis Rince

Try Sears Semi-Trimmed COLOR-PERFECT wallpapers yourself—and prove to your own satisfaction, how easily and cheaply you can have beautiful walls in every room!

ADDRESSES OF THE ABOVE PAPERHANGERS SENT ON REQUEST



It's fun to plan your own MODERN ROOM DECORATION

By Lyn Colby

Let your own good taste—guided by these few general rules—make your home the beautiful place you want it to be! In your favorite colors—blending with your favorite furniture—or the new furniture you plan to buy! Choose with assurance from this book, because every COLOR-PERFECT

paper will be in good style—and in good taste—wherever you use it. Lovely as interior decorator shop wall paper—at a fraction of the price!

Extra easy to hang, with the patented Sears Semi-Trimmed edge . . . complete, easy instructions come with your paper.



LYN COLBY

Sears noted interior decorator. Write for her advice, any time.

WALLS

Base room color schemes on tints used in the wall paper. Blue and gray are cool, yellow and rose warm colors; if you put blue in a cool room, use warm accents in draperies, etc. Climbing patterns, vertical stripes, give height; designs you "look through," spaciousness.

BORDERS

Band borders are smart, used to panel off plain walls; used top and bottom of the room; used to outline doors, windows. New "drapery" borders are artistic at tops of rooms, across window and door tops; to decorate closets, boxes. Use motifs to trim furniture, tie-backs, etc.

CEILINGS

Soft, daintily colored and off-white shades are correct. But—don't limit yourself to papers labeled "Ceiling papers." You can get very nice effects using certain sidewall papers on the ceiling. Darker tones bring down a high ceiling; light tones heighten the ceiling.

WOODWORK

If your woodwork is in fine condition, leave it "As is," just polish it; COLOR-PERFECT papers blend beautifully with any woodwork! Ivory or white woodwork is fashionable, lovely. If you want *complete* change, try painting in one of the dull pastel colors of the wall paper.

FLOORS

If your rug is plain, use any type paper! If the rug is elaborately patterned, and there is more pattern in your furniture and drapes, then choose a restful paper. A bedroom that repeats the bright wall paper colors in gay little rugs, on a plain floor, can be fascinating!

WINDOWS

Frisly curtains for frilly bedrooms, dainty bathrooms, gay kitchens! Tailored ones for small or formal living rooms. For a pair of windows close together, single-window treatment is sometimes effective. Draped tops are fashionable; so are coarse meshes and lace.

FURNITURE

With maple—chintz types, chambrays, white patterns are extra nice. Diagonals, and medallion types, are fine with mahogany, walnut. Sombre or colorful papers, with oak. (You can work wonders, refinishing old furniture!) COLOR-PERFECT papers are *correct*.

ACCENTS

Choose accents of color from the tones of your wall paper—for curtains, draperies, cushions, pictures. Or if you choose a single-color paper, set it off with accents of harmonizing color. Dull rose with chalky blue, brown and green with soft gold, rust with green, etc.

Mrs. Tyler saved over \$9. ON PAPER..... AND HUNG IT HERSELF

SHE SAVED \$9 on paper and \$7.50 more for the decorator's charge . . . not by just comparing prices—but by actually having the room papered twice, to help us prove our point—that, in color, design and actual beauty-on-the-wall—Sears Color-Perfect wall papers can make your home as beautiful and fine as expensive interior decorator papers at a fraction of the cost!

Mrs. Tyler never saw paper hung before, yet the patented Semi-Trimmed edge on her Color-Perfect paper made it so simple, she had no trouble at all . . . said it was easy—and fun, to see her bedroom growing beautiful under her very own hands!

Your Rooms Can Be as Beautiful

It's easy to figure how much wall paper you need; easy to order . . . then just a few days and your paper will arrive. Go step by step through the simple instructions that come with your paper—and see your room grow stylishly beautiful—strip by strip! You'll be proud of your new room; your family will be proud of *you* for your taste and thrift. And, you'll save money too—just like Mrs. Tyler did.

553



Mrs. Tyler Told Us:

"I was hesitant about trying to paper a room. But with Sears Semi-Trimmed paper, I found it very easy. My friends thought my papering with Sears new Color-Perfect Wall Paper, fully as attractive as the same room papered by a professional with paper costing over four times as much."

Mrs. Virginia Tyler,
Chicago.

"Just as Attractive as the Professional Job"
Says Lyn Colby

"I looked at both walls very critically," Miss Colby says. "They were both handsome, both very stylish. It would be hard to decide between the two. Familiar as I am with the great forward strides Sears have made in wall paper presentation, I was amazed at the beauty of Mrs. Tyler's room—at a cost of less than \$3."



This Wall Decorating Cost Over \$20

Interior decorator's paper: 5 double rolls sidewall, \$9; 15 yards border, \$1.80; 2 double rolls ceiling, \$1.80 (\$12.60 total). Paperhanger's charge, \$7.50.



This Wall Decorating Cost Less Than \$3.00

The same amount of Sears Color-Perfect "Bright Polka," pattern No. 185, costs less than \$3—and Mrs. Tyler found it so easy to hang, she did it herself, saving the paperhanger's charge, too!



It's easy to measure and order

SEARS SEMI-TRIMMED WALL PAPER

Sears Color-Perfect Wall Paper is as easy to order as it is to hang. You can quickly find out just how much you need to paper any room in your home. On this page is a chart which gives you this information immediately without any complicated figuring. Simply measure the length and width of the room you wish to paper, then measure the height of the ceiling from the base board. Then refer to the Estimating Chart below. It will tell you just how many double rolls of side wall and ceiling

and how many yards of border you need. If your room is of irregular shape or larger than shown on the estimating chart, obtain the number of square feet of wall space to be papered, and divide by 60. This will give you the number of double rolls needed. Use this method also to obtain the correct number of rolls needed for long hallways. All Sears paper is furnished only in double rolls—more economical because it cuts with less waste. We cannot fill orders for single rolls.

PARCEL POST RATES

Sears low prices do not include shipping charges. Be sure to include additional money in your remittance to pay postage charges. These can be figured as follows: 2 oz. or less, $1\frac{1}{2}c$; 3 or 4 oz., $3c$; 5 or 6 oz., $4\frac{1}{2}c$; 7 or 8 oz., $6c$. These rates apply to any zone. Over 8 ounces and up to 1 pound (16 oz.) allow the pound rate for your zone, according to the following table of rates.

Shipping Wt. Lbs.	Local Zone	Zones 1 & 2 Not Over 150 Miles				Shipping Wt. Lbs.	Local Zone	Zones 1 & 2 Not Over 150 Miles			
		ZONE 3 151 to 300 Miles	ZONE 4 301 to 600 Miles	ZONE 5 601 to 1000 Miles	ZONE 3 151 to 300 Miles			ZONE 4 301 to 600 Miles	ZONE 5 601 to 1000 Miles		
1	7c	8c	9c	10c	11c	14	14c	23c	35c	56c	80c
2	8c	10c	11c	14c	17c	15	14c	24c	37c	59c	86c
3	8c	11c	13c	17c	22c	16	15c	25c	39c	63c	91c
4	9c	12c	15c	21c	27c	17	15c	26c	41c	66c	96c
5	9c	13c	17c	24c	33c	18	16c	27c	43c	70c	\$1.02
6	10c	14c	19c	28c	38c	19	16c	28c	45c	73c	1.07
7	10c	15c	21c	31c	43c	20	17c	29c	47c	77c	1.12
8	11c	16c	23c	35c	49c	30	22c	40c	67c	\$1.12	1.65
9	11c	17c	25c	38c	54c	40	27c	51c	87c	1.47	2.18
10	12c	18c	27c	42c	59c	50	32c	62c	\$1.07	1.82	2.71
11	12c	19c	29c	45c	64c	60	37c	73c	1.27	2.17	3.24
12	13c	21c	31c	49c	70c	70	42c	84c	1.47	2.52	3.77
13	13c	22c	33c	52c	75c						

In the last two columns of the order blank show the shipping weight of each article, in pounds and ounces. Add the pounds and ounces, and change the ounces into full pounds. Show total weight

in pounds. Refer to table above, and you will find the amount to be included with your order. Packages weighing up to 70 pounds can be carried by parcel post in all zones.

ESTIMATING CHART

When you figure your requirements remember that it is always wise to order an extra roll or two. It may be needed for future repairs or patching. And, it is always better to have a little left over than to delay the work by sending for more. This chart does not allow for door and window openings. Simply deduct one double roll for every four single doors or windows.

Size of Room in Feet	Double Rolls of sidewall necessary according to height or rooms			Yards of Border	Double Rolls of Ceiling	Size of Room in Feet	Double Rolls of sidewall necessary according to height or rooms			Yards of Border	Double Rolls of Ceiling
	8 Ft.	9 Ft.	10 Ft.				8 Ft.	9 Ft.	10 Ft.		
8 x 8	4	5	5	12	1	13 x 13	7	7	8	19	3
8 x 10	5	5	6	14	2	13 x 14	7	8	8	20	3
8 x 12	5	6	6	15	2	13 x 15	7	8	9	21	4
8 x 14	6	6	7	16	2	13 x 16	7	8	9	21	4
9 x 10	5	5	6	14	2	13 x 18	8	9	10	22	4
9 x 12	5	6	7	16	2	14 x 14	7	8	9	20	4
9 x 14	6	7	7	17	2	14 x 15	7	8	9	21	4
9 x 16	6	7	8	18	3	14 x 16	8	9	10	22	4
10 x 10	5	6	6	15	2	14 x 18	8	9	10	23	4
10 x 12	6	6	7	16	2	15 x 15	8	9	10	22	4
10 x 14	6	7	8	18	3	15 x 16	8	9	10	22	4
10 x 16	7	7	8	19	3	15 x 18	8	9	10	24	5
12 x 12	6	7	8	18	3	15 x 20	9	10	11	25	5
12 x 14	7	7	8	19	3	16 x 16	8	9	10	23	4
12 x 16	7	8	9	21	4	16 x 18	9	10	11	24	5
12 x 18	8	9	9	22	4	16 x 20	9	10	11	26	5



PURE WHEAT PASTE

- STICKS BETTER
- WORKS EASIER
- GOES FURTHER

2-LB. BAG.
Enough for
Average Room

23¢

More adhesive and water absorbing than average pastes. Pure wheat — not mixed with corn. Readily mixed and smooth spreading. Vermin-proof and will not sour. Will not discolor the paper. Be sure to read the back of enclosed order blank for further details. Shpg. wts., 2 lbs. 5 oz. and 5 lbs. 3 oz.

53P1581

2-Lb. Bag.....23¢
5-Lb. Bag.....55¢



(A) Wall Paper Cleaner. Cleans window shades, too. One can cleans average room. Shpg. wt., 1 lb. 4 oz.

53P1595

12-oz. Box.....8¢

(B) Wall Paper Remover. Liquid paper softener. Penetrates. Use one pint for average room. Shpg. wts., 1 lb. 8 oz. and 2 lbs. 8 oz.

53P1591—Pint.....45¢
53P1593—Quart.....79¢

(C) Liquid Wall Size. Use one quart for average room. Shpg. wts., 3 lbs. and 11 lbs.

53P1587—Quart.....27¢
53P1589—Gallon.....96¢

(D) Peter Cooper's Wall Sizing Glue. Dry. 1 lb.—average room. Shpg. wt., 1 lb. 4 oz.

53P1583—1-lb. Pkg.....23¢

(E) Cold Water Wall Size. Use before papering. 1 lb.—average room. Shpg. wt., 1 lb. 4 oz.

53P1585—1 lb. Pkg.....19¢



Sears Improved 5-Pc. Paperhangers' Tool Kit

Consists of: (1) Big 10-inch Smoothing Brush with 2 rows selected tampico fibers; (2) Sturdy Wall Scraper with 3 x 4 1/2-inch tempered crucible steel blade; (3) Tempered, Flexible Knife for trimming paper; (4) Base Trimmer with 1 1/2-inch

wheel knife; and (5) 2-in. Maple Roller with nicked frame. Hardwood handles, natural lacquer finish. "How to Hang Wall-paper" instructions included. Shpg. wt., 1 lb., 8 oz.

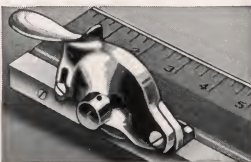
53P1521—5-Pc. Outfit **98¢**



Low-Price Trimming Outfit

If your wall paper is not Semi-Trimmed here's the outfit for you. Though not as high quality as the one shown at right, you will more than get your money's worth. Practical and sturdy rotary trimmer; 2-inch diameter wheel blade. Can be used on any standard straight-edge that has trimmer track. 5-foot grooved straight-edge and trimmer complete but without zinc strip. Shipping weight, 3 lbs.

53P1570—Trimmer and Straight-Edge Outfit...**\$1.35**



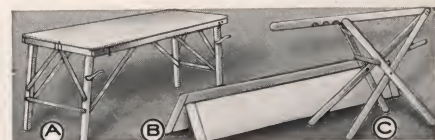
Simplex Outfit

Fine quality. Consists of nicked trimmer with 2-inch knife steel wheel; 6-ft. 3-piece laminated straight-edge of white pine and redwood has steel trimmer track and graduated edge; also zinc cutting strip. Shpg. wt., 9 lbs.

53P1573.....**\$4.59**

Professional Outfit

Like 53P1573 but straight-edge is channel-brass bound, screwless and 5-piece lamination. **53P1575**—Shipping weight, 9 lbs.....**\$5.95**



Folding Tables, Paste Boards, Trestles, etc.

(A) Folding Paste Table. Clear basswood. Folds up with space inside for tools. Heavy steel braces and extra center braces. Zinc cutting strip and straight-edge rests. Open, 22 inches wide, 6 feet long, 33 inches high.

53P1551—Shpg. wt., 24 lbs.....**\$5.95**

(B) Paste Boards. Two sections of clear basswood; 1/2 inch thick. Open, 23 inches wide, has dowel connections. Zinc strip included. Shpg. wts., 14 lbs. and 16 lbs.

53P1557—6-Foot **\$2.79** **53P1559**—7-Foot **\$2.98**

(C) Improved Folding Trestle. Clear maple, oil dipped. Has improved free-action top joints. Sturdy construction. Height, 29 to 33 inches; width, 36 inches.

53P1563—Shpg. wt., 6 lbs. 8 oz.....**\$1.55**

Note: Attachable straight-edge rests not included. These will be furnished extra at 9¢ per pair.

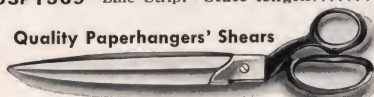
Straight-Edge. (Not illustrated.) 6 feet long, 5-piece laminated white pine and redwood, bound with square edge non-rusting steel. Graduated for measuring.

53P1567—Shpg. wt., 3 lbs., 4 oz.....**\$2.09**

Zinc Strips. (Not illus.) 3 in. wide. Insures cleaner cut edges and protects table top. Comes in 6 or 7-foot lengths. Shpg. wt., 1 lb. 4 oz., and 1 lb. 8 oz.

53P1569—Zinc Strip. State length.....**25¢**

Quality Paperhangers' Shears



Bent handle shear. High quality steel, perfectly set and edged to cut true. Malleable handles. Shipping weights, 1 lb. and 12 oz.

53P1527—12-in., 7 1/4-in. cut.....**89¢**

53P1525—10-in., 5 1/4-in. cut. Straight handles. **59¢**

See back of order blank for Bargain Shears.

SEARS FINEST TOOLS



(A) Base Trimmer. Serrated wheel 1 1/4 inch diam. Arbor mounted at angle. Die cast nicked frame.

53P1515—Shpg. wt., 5 oz.....**51¢**

(B) Base Trimmer and Paper Knife. Serrated wheel, 1 1/4 inch diam., with 1 1/2 inch milled edge straight blade knife. Riveted handle.

53P1517—Shpg. wt., 5 oz.....**47¢**

(C) Base Trimmer. 1 1/4-in. diam. circular blade. "Goose-neck" shank.

53P1507—Shpg. wt., 5 oz.....**41¢**

(D) Paper Trimmer. 2-in. diam. blade. Has paste and finger guards.

53P1511—Shpg. wt., 6 oz.....**62¢**

(E) Large Seam Roller. Rock Maple, 2 inches wide, oval face.

53P1503—Shpg. wt., 6 oz.....**39¢**

(F) Simplex Rotary Knife. Aluminum pistol grip, 2 inch wheel.

53P1513—Shpg. wt., 6 oz.....**65¢**

(G) Trimming Knife. Flexible blade. Keen edge. 3 3/4 x 1 1/2 in.

53P1505—Shpg. wt., 4 oz.....**25¢**

(H) Wall Scraper. 3-inch half-elastic blade, taper ground.

53P1519—Shpg. wt., 5 oz.....**37¢**

It Pays to Buy Sears Finest Quality Paperhangers' Tools!

There are no better tools made. Only special formula steel is used. Each piece is individually hardened, tempered and expertly ground. Hardwood handles with baked-on varnish finish. In Sears Bargain Price Tools, shown at the right, you get good quality and long service for the money.



Attractive red and ivory colored handles—excellent values.

(J) Wheel Knife. 2-inch circular blade of cutlery steel.

53P1510—Shpg. wt., 5 oz.....**33¢**

(K) Base Trimmer. 2-in-1 tool with 1 1/4-inch serrated wheel-knife and 1 1/2-inch straight blade.

53P1518—Shpg. wt., 5 oz.....**35¢**

(L) Seam Roller. 1-inch rock maple oval face. Well made.

53P1502—Shpg. wt., 5 oz.....**23¢**

(M) Trimming Knife. Half-elastic 3 3/4 x 1 1/2-inch blade.

53P1506—Shpg. wt., 4 oz.....**19¢**

(N) Wall Scraper. Half-elastic 2 1/2-inch blade. Tempered steel.

53P1520—Shpg. wt., 6 oz.....**10¢**



Low Price Smoother

We don't believe you can buy a good reliable smoothing brush for less money. Two rows white tampico fibers are 2 inches long. Brush is 12 inches long. Shipping weight 12 oz.

53P1540.....**23¢**

"Premier" Smoother

A medium priced smoothing brush that will do excellent work. Two rows medium stiff pure black sterilized horsehair secured in handle with brass wire. Width, 12 in. Shpg. wt., 11 oz.

53P1541.....**55¢**

"Popular" Smoother

Our most popular smoothing brush. Long lasting qualities. Has 2 rows black sterilized horsehair secured in handle with brass wire. 2-inch trim. Width, 12 in. Shpg. wt., 11 oz.

53P1543.....**87¢**

"Capital" Smoother

Save money on this professional quality brush. Two rows of medium stiff **Pure Chinese Bristles** vulcanized in rubber. 2 1/2-inch trim. Width, 12 inches. Shpg. wt., 13 oz.

53P1545.....**\$1.45**

Low Price Brush

Only at Sears can so little money buy such a good paste brush as this one. 6 inches wide. 3 rows tampico fibers, 3 1/4 in. long. Hardwood handle. Clear lacquer finish. Shpg. wt., 12 oz.

53P1530.....**25¢**

"Economy" Brush

An exceptional value in a good paste brush. 7 in. wide. 3 rows selected tampico fibers 3 1/4 in. long. Hardwood handle, clear lacquer finish nickel ferrule. Shpg. wt., 14 oz.

53P1531.....**45¢**

"Value Plus" Brush

Carries and spreads more paste. 7 inches wide. 4 rows of sterilized horsehair and fiber mixture. 3 1/4 in. long. Large hardwood handle clear lacquer finish. Shpg. wt., 1 lb. 3 oz.

53P1533.....**69¢**

"Popular" Brush

High quality, long-service paste brush. 6 in. wide. Chinese bristles with horsehair added, to increase paste capacity. 3 1/2 in. trim, vulcanized in rubber. Shpg. wt. 14 oz.

53P1535.....**\$1.19**

Borders

THE FINISHING TOUCH

Use these beautiful COLOR-PERFECT Borders—to emphasize the charm of your wallpaper—and of your entire house. Like the frame of a picture, the border completes the room.

It is New to Use Two Borders . . . one band at the top, one at the bottom of your wall.

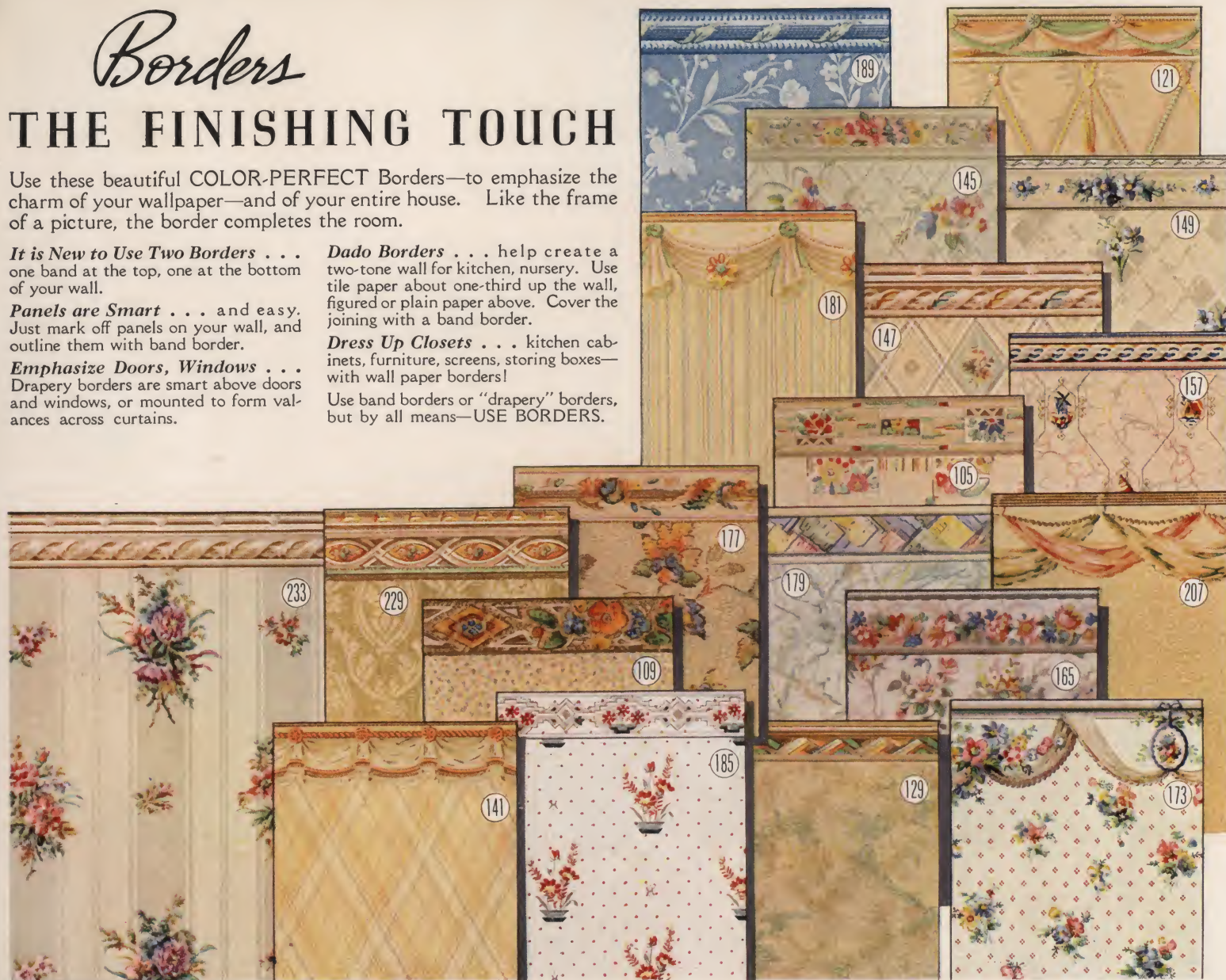
Panels are Smart . . . and easy. Just mark off panels on your wall, and outline them with band border.

Emphasize Doors, Windows . . . Drapery borders are smart above doors and windows, or mounted to form valances across curtains.

Dado Borders . . . help create a two-tone wall for kitchen, nursery. Use tile paper about one-third up the wall, figured or plain paper above. Cover the joining with a band border.

Dress Up Closets . . . kitchen cabinets, furniture, screens, storing boxes—with wall paper borders!

Use band borders or "drapery" borders, but by all means—USE BORDERS.





PATTERN No. 101 . . . This is the back of the actual sample . . .

5^c

A SINGLE ROLL

Cost of Paper for Average Room \$1.18

To make it easy for you to compare prices with others the above price is for a single roll. All Sears paper however is sold in double length rolls, 16 yards (48-ft.) long and 18 inches wide because it cuts with less waste than single rolls.

THIS PAPER IS

● **Semi-Trimmed**

● **Fadeproof**

“PASTEL PLASTER”

**A Splendid Value in Plaster Effect Paper
... FOR DOWNSTAIRS ROOMS**

Where have you ever seen such beautiful wall paper—in the popular plaster pattern—for so low a price? Rich new tones of rust, gold and green—just enough different from old-time tones to make visitors realize that this is **NEW** paper—1936, and no mistaking it! And there's a faint hint of silver that enriches your whole room. The colors of this paper won't show soil easily, they will blend with any color scheme. Since it costs you so little, why not use a little of the money you save, to buy more border—make panels on this nice plaster wall!

Order by Catalog Number

53 P 101—SIDEWALL PAPER

Per Double Length Roll of 16 yds. **10^c**
Shipping weight, 2 lbs.....

53 P 4101—BORDER to Match

Similar to pattern 109 border on page 10. 2½ inches wide. Shipping weight, 1 oz. Per yard..... **3^c**

53 P 102—CEILING to Match

Per Double Length Roll of 16 yds. **10^c**
Shipping weight, 2 lbs.....

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.02
10x12 ft.	5	2	16	1.18
10x14 ft.	6	3	18	1.44
12x14 ft.	6	3	19	1.47
14x18 ft.	8	4	23	1.89

555

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5^c

A SINGLE ROLL

Cost of Paper for Average Room \$1.18

To make it easy for you to compare prices with others the above price is for a single roll. All Sears paper however is sold in double length rolls, 16 yards (48-ft.) long and 18 inches wide because it cuts with less waste than single rolls.

THIS PAPER IS

- *Semi-Trimmed*
- *Fadeproof*

"CROCUS"

*Airy Charm for ANY ROOM IN THE HOUSE
A Beautiful New Pattern at an Exceptionally Low Price*

Just \$1.18 to paper an average sized room! Muted gray tones. The sparkling glint of mica, rarely used so generously on such low priced papers. CROCUS will make bedroom, dining room, living room, hall . . . just about any room in your house . . . seem daintier, richer! And it's Fadeproof. Why not measure your room right now . . . and send in your order for this pretty paper?

**Order by
Catalog Number**

53P103—SIDEWALL PAPER

Per Double Length Roll of 16 yards. **10c**
Shipping weight, 2 lbs.....

53P4103—BORDER to Match

$2\frac{1}{4}$ inches wide. Shipping weight, **3c**
1 oz. Per yard.....

53P104—CEILING to Match

Per Double Length Roll of 16 yards. **10c**
Shipping weight, 2 lbs.....

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.02
10x12 ft.	5	2	16	1.18
10x14 ft.	6	3	18	1.44
12x14 ft.	6	3	19	1.47
14x18 ft.	8	4	23	1.89

535

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"TILE GARDEN" Light-hearted Modern Colors FOR ANY ROOM

The prettiest tile paper we've ever seen, at so low a price! Glistening blocks of mica, flower-filled blocks in colors that are apt to make kitchen, playroom, dining room—whatever room you put it into—the prettiest, most popular room in the house! TILE GARDEN will harmonize with any furniture. It won't show dust easily—and it's Fadeproof. Order extra rolls to line your closets, paper your boxes!

Cost of Paper for Average Room \$1.18

A SINGLE ROLL

5c

To make it easy for you to compare prices with others the above price is for a single roll. All Sears paper however is sold in double length rolls, 16 yards (48-ft.) long and 18 inches wide because it cuts with less waste than single rolls.

THIS PAPER IS
● Semi-Trimmed
● Fadeproof

53P105—SIDEWALL PAPER
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 10c
53P4105—BORDER to Match
Sec pattern 105 border on page 10. 2 3/4 inches wide. Shipping weight, 1 oz. Per yard. 3c
53P106—CEILING to Match
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 10c

Order by
Catalog Number

The Amount and Cost Per Room for This Pattern					Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.				
Size of Room (3-foot Ceiling)	Double Rolls	Double Rolls	Double Rolls	Double Rolls	Size of Room (3-foot Ceiling)	Double Rolls	Double Rolls	Double Rolls	Double Rolls
8x10 ft.	4	2	14	\$1.02	8x10 ft.	4	2	14	\$1.02
10x12 ft.	5	2	16	1.18	10x12 ft.	5	2	16	1.18
10x14 ft.	6	3	18	1.44	10x14 ft.	6	3	18	1.44
12x14 ft.	6	3	19	1.47	12x14 ft.	6	3	19	1.47
14x18 ft.	8	4	23	1.89	14x18 ft.	8	4	23	1.89

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PATTERN No. 107 . . . This is the back of the actual sample . . .

"Silver Quilt" . . . Cheerful Cretonne Pattern for BEDROOM . . . LIVING ROOM

Have you a dark, tired-looking room in your house? *Silver Quilt* will give it a new, silvery beauty—at a price lower than you hoped to find — for a paper with such bright colors, such pretty white high-lights, and so much rich silvery mica. Fadeproof—Washable—COLOR-PERFECT—at a price so low you can completely paper an average sized room—for \$1.61.

7¹/₂^c

A SINGLE ROLL

Cost of Paper \$1⁶¹/₂
For Average Room

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 107—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15c**

53 P 4107—BORDER TO MATCH

Similar to pattern 149 border on page 10. 2½ Inches wide. Shipping weight 1 oz. Per yard . . . **3½c**

53 P 108—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.39
10x12 ft.	5	2	16	1.61
10x14 ft.	6	3	18	1.98
12x14 ft.	6	3	19	2.02
14x18 ft.	8	4	23	2.61

555

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PATTERN No. 109 . . . This is the back of the actual sample . . .

“Crackleware” . . . PRACTICAL . . . and ATTRACTIVE **for ANY DOWNSTAIRS ROOM**

Pretty walls with no worry over childish fingermarks! They'll hardly show—and they'll wash off! Use *Crackleware* with panels of the rich, colorful border. Or with border outlining doors and windows—or bordered at both top and bottom of your walls, the fashionable new way! *Crackleware* will harmonize beautifully with any type of furnishings.

7¹/₂^c
A SINGLE ROLL

Cost of Paper
For Average Room \$1⁶¹/₁₀₀

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 109—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **15^c**

53 P 4109—BORDER TO MATCH

See pattern 109 border on page 10. 2½ Inches wide. Shipping weight, 1 oz. Per yard. **3¹/₂^c**

53 P 110—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **15^c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.39
10x12 ft.	5	2	16	1.61
10x14 ft.	6	3	18	1.98
12x14 ft.	6	3	19	2.02
14x18 ft.	8	4	23	2.61

555

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PATTERN No. 111 . . . This is the back of the actual sample . . .

**"Tendrils" . . Fashionable . . Lasting
Beauty . . . for ANY ROOM IN THE HOUSE**

Lovely blending of modern tones, in this COLOR-PERFECT wall paper, with touches of brown, the most stylish color of all! White highlights, and the new feeling for soft-hued, airy flowers—that make any room lovelier. Picture it with ecru net curtains—or stiff, ruffly coral ones! Excellent heavy stock, Fadeproof, Washable. Lots of beauty for a little money!

7¹/₂^c

A SINGLE ROLL

**Cost of Paper
For Average Room \$1⁶¹/₁₀₀**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 111—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **15^c**

53 P 4111—BORDER TO MATCH

Similar to pattern 165 border on page 10. 3 inches wide. Shipping weight, 1 oz. Per yard **3¹/₂^c**

53 P 112—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **15^c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.39
10x12 ft.	5	2	16	1.61
10x14 ft.	6	3	18	1.98
12x14 ft.	6	3	19	2.02
14x18 ft.	8	4	23	2.61

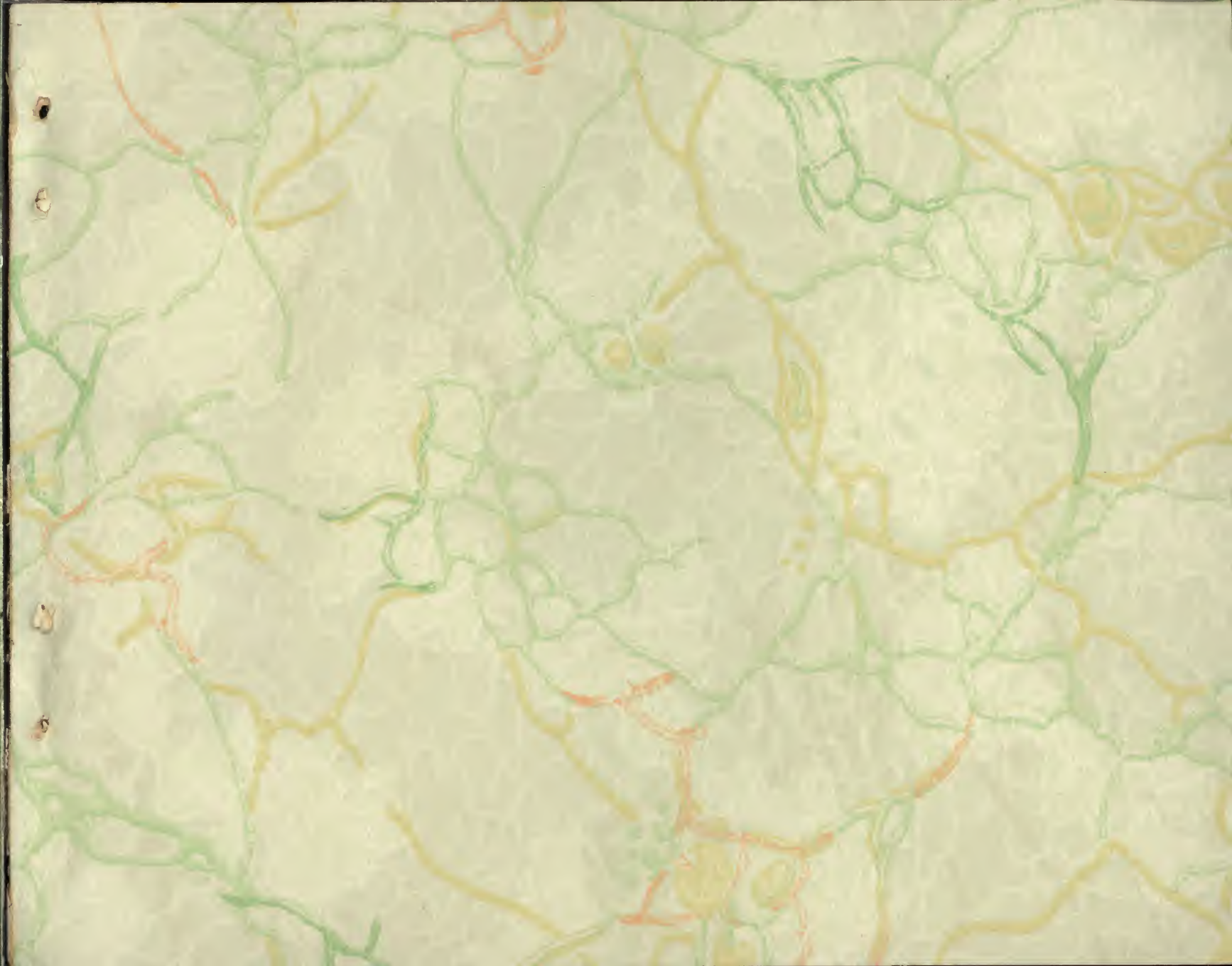
555

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PATTERN No. 113 . . . This is the back of the actual sample . . .

**“Veined Marble” . . . Cool Clean Colors . . .
for a Beautiful BATHROOM**

Away with those dingy spotted walls . . . dress up your bathroom with this cool-looking COLOR-PERFECT wall paper — that’s going to keep that fresh beauty for a long time, because it’s Fadeproof—Water Resistant—Washable! An unusually nice paper for the money—it will look grand in the kitchen, too. Semi-Trimmed edge makes it easy to hang.

7 $\frac{1}{2}$ ¢

A SINGLE ROLL

**Cost of Paper
For Average Room \$1.61**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 113—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15¢**

53 P 4113—BORDER TO MATCH

Similar to pattern 179 border on page 10. 25½ Inches wide. Shipping weight 1 oz. Per yard. . . **3½¢**

53 P 114—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15¢**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two — for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.39
10x12 ft.	5	2	16	1.61
10x14 ft.	6	3	18	1.98
12x14 ft.	6	3	19	2.02
14x18 ft.	8	4	23	2.61

555

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UNION MADE (L)



PATTERN No. 115 . . . This is the back of the actual sample . . .

“Mosaic” . . . Cheerful Richness . . .
for DOWNSTAIRS ROOMS

If your furniture seems a little dull, put *Mosaic* on the walls, and see how those bright medallions bring the room to life! It's one of those designs that combines old-world charm with bright modern pastel shades. You'll be glad it's Fadeproof and Washable, so those clear colors will stay beautiful a long time! Nice for any room, from kitchen to living room.

7¹/₂^c

A SINGLE ROLL

Cost of Paper
For Average Room \$1.61

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 115—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15c**

53 P 3115—BORDER TO MATCH

3 Inches wide. Shipping weight 1 oz. Per yard. **3¹/₂c**

53 P 116—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.39
10x12 ft.	5	2	16	1.61
10x14 ft.	6	3	18	1.98
12x14 ft.	6	3	19	2.02
14x18 ft.	8	4	23	2.61

555

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PATTERN No. 117 . . . This is the back of the actual sample . . .

“Castle-in-Spain” . . . New Shades in a pattern pretty in ANY DOWNSTAIRS ROOM

The sample is pretty, but the whole pattern is so much prettier! Pastel patches, with motifs of sailboats, houses, mills—with coral roofs and sails. It would make the loveliest kitchen or bathroom you ever saw . . . be delightful for the hall . . . that forlorn attic room . . . or the new basement “game room”! It's Fadeproof, Washable—with Semi-Trimmed edge.

7½¢

A SINGLE ROLL

**Cost of Paper
For Average Room \$1.61**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 117—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15c**

53 P 4117—BORDER TO MATCH

2¼ Inches wide. Shipping weight 1 oz. Per yard. **3½c**

53 P 118—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **15c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	DoubleRolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.39
10x12 ft.	5	2	16	1.61
10x14 ft.	6	3	18	1.98
12x14 ft.	6	3	19	2.02
14x18 ft.	8	4	23	2.61

555

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“Wild Rose” . . . Old-fashioned Charm FOR YOUR BEDROOM

A lovely tumble of blossoms and leaves on a satin striped ground. Picture it with ruffled white organdy or starchy blue dotted swiss curtains, in a young girl's room . . . or with showers of pale gray voile, for Grandma. So charming and airy, you may want to use it in the living room! It's one of the new papers—absolutely *right*, for style!

9c
A SINGLE ROLL

Cost of Paper
For Average Room **\$1.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 119—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

53 P 4119—BORDER TO MATCH

Similar to pattern 165 border on page 10. 3 Inches wide. Shipping weight 1 oz. Per yard . . . **4c**

53 P 120—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

555

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PATTERN No. 121 . . . This is the back of the actual sample . . .

"Empire" . . . Popular Cord-and-Tassel Diagonal BEAUTIFUL PAPER FOR ANY ROOM

One of the most popular, effective patterns you'll find—designed in rich new COLOR-PER-FECT shades that tone in wonderfully with the 1936 vogue for greens, browns, yellows. The same tones repeated, in deeper shades, in the modish "Swag" border. You may want extra lengths of border to use above doorways. An unusual Sears value!

9c
A SINGLE ROLL

Cost of Paper
For Average Room **\$1.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 121—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **18c**

53 P 4121—BORDER TO MATCH

See pattern 121 border on page 10. 2½ Inches wide. Shipping weight, 1 oz. Per yard **4c**

53 P 122—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **18c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

555

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PATTERN No. 123 . . . This is the back of the actual sample . . .

"Golden Vista" . . . Fashionable Scenic Paper for DOWNSTAIRS ROOMS

Millrace, huntsmen, bridges and crags—a harmonious blend of gold and russet—twelve soft tones—to bring the beauty of some Scottish or New England wood-land into your home, where you can enjoy it all year round! Washable, Fadeproof—a rich paper that's as practical and enduring as it is moderately priced! And, Semi-Trimmed for easy hanging.

9c

A SINGLE ROLL

Cost of Paper
For Average Room **\$1.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 123—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

53 P 4123—BORDER TO MATCH

Similar to pattern 105 border on page 10. 2 3/4 Inches wide. Shipping weight 1 oz. Per yard. . . **4c**

53 P 124—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

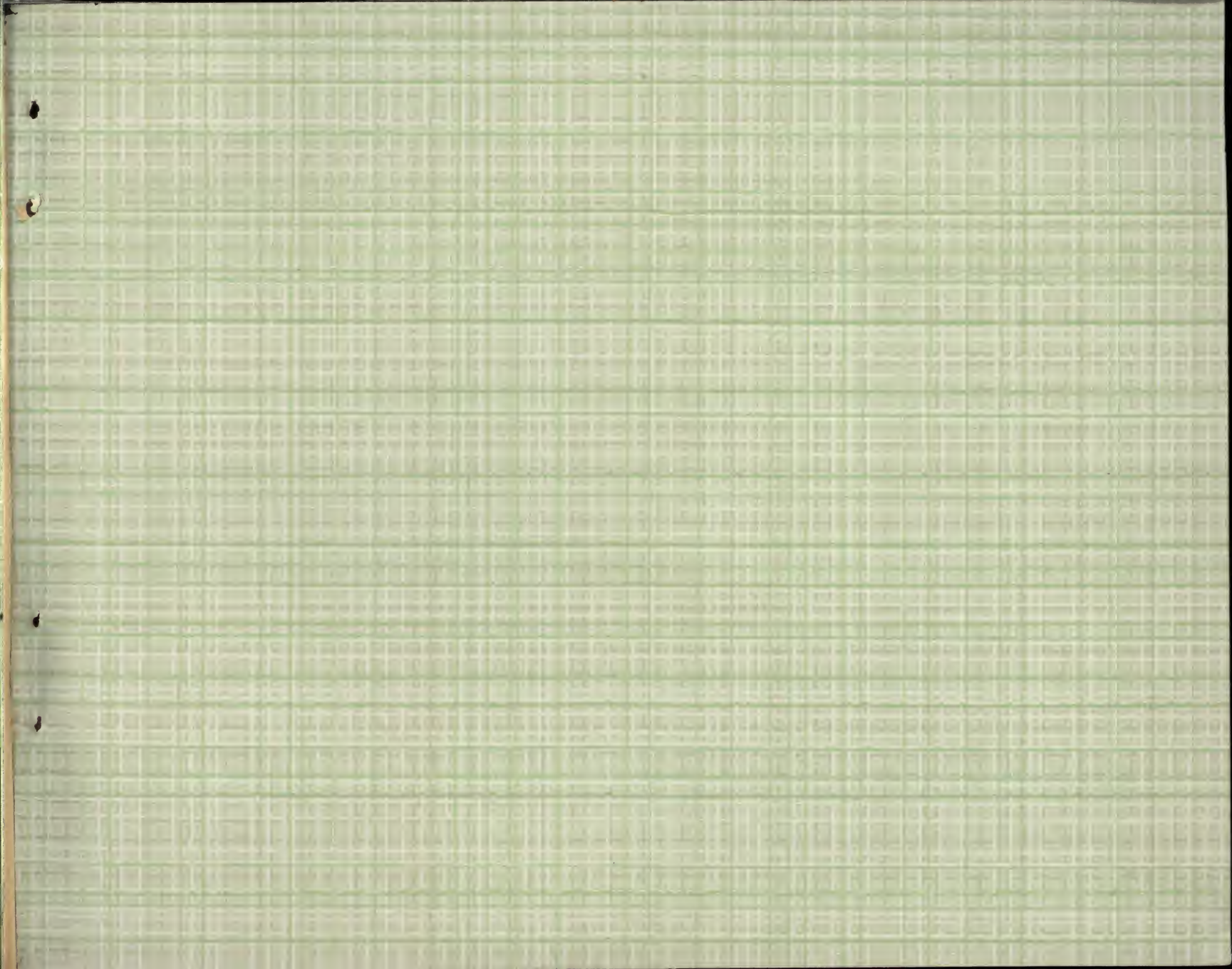
555

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PATTERN No. 125 . . . This is the back of the actual sample in Green . . .

"Chambray" . . . Your Choice of 6 Colors

A smart new linen-weave effect. One of the fashionable, plain-type papers so popular today. Equally correct in bedroom or livingroom or in a child's room (perhaps with the Mickey Mouse border, as shown on the inside back cover). . . . Choose your favorite shade, from the ROOM BEAUTIFUL SERIES of colors on the back cover, and order by catalog number below.

9c

A SINGLE ROLL

Cost of Paper **\$1.90**
For Average Room

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy to compare prices with others the price quoted above is for a single roll.

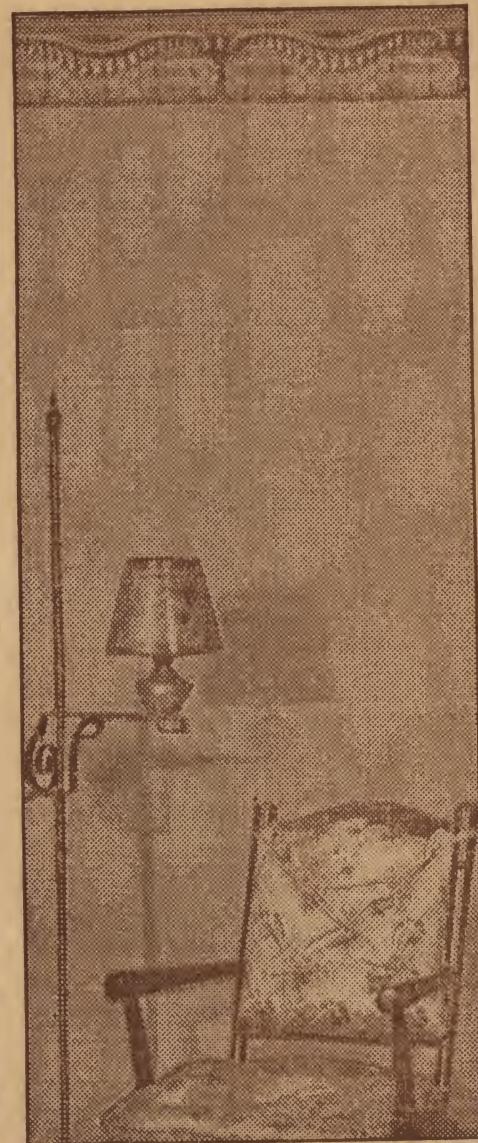
The Amount and Cost Per Room for This Pattern				
Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.				
Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

Order Color by Catalog No.	PRICE	Sand	Coral	Sunshine	Green	Fawn	Blue
SIDEWALL PAPER Double Length Roll of 16 Yds. Shpg. wt., 2 lbs.	18c	53P125A	53P125B	53P125C	53P125D	53P125E	53P125F
BORDER TO MATCH 2 3/4-in. wide. Shpg. wt., 1 oz. per yard.	4c	53P4125A	53P4125B	53P4125C	53P4125D	53P4125E	53P4125F
CEILING TO MATCH Double Length Roll of 16 yds. Shpg. wt., 2 lbs.	18c	53P126	53P126	53P126	53P126	53P126	53P126

Semi-Trimmed . . . Washable . . . Fadeproof : 555

SEARS *Color-Perfect* WALL PAPERS

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PATTERN No. 127 . . . This is the back of the actual sample . . .

"Copper Flower" . . . **COLOR-PERFECT Beauty**
for **LARGE OR SMALL ROOMS**

A triumph in Sears COLOR-PERFECT wall paper—new shades of beautifully clear coppery colors . . . tuned to 1936 . . . with crisp colorful flowers against conservative beige. An ideal paper for a room that's not as large as you'd like—because the "distance" given by the lattice makes your room seem more spacious. Like \$1-a-roll decorator's paper!

9c

A SINGLE ROLL

Cost of Paper
For Average Room \$1.90

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 127—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

53 P 4127—BORDER TO MATCH

Similar to pattern 177 border on page 10. 2½ Inches wide. Shipping weight 1 oz. Per yard. . . . **4c**

53 P 128—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

**The Amount and Cost Per Room
for This Pattern**

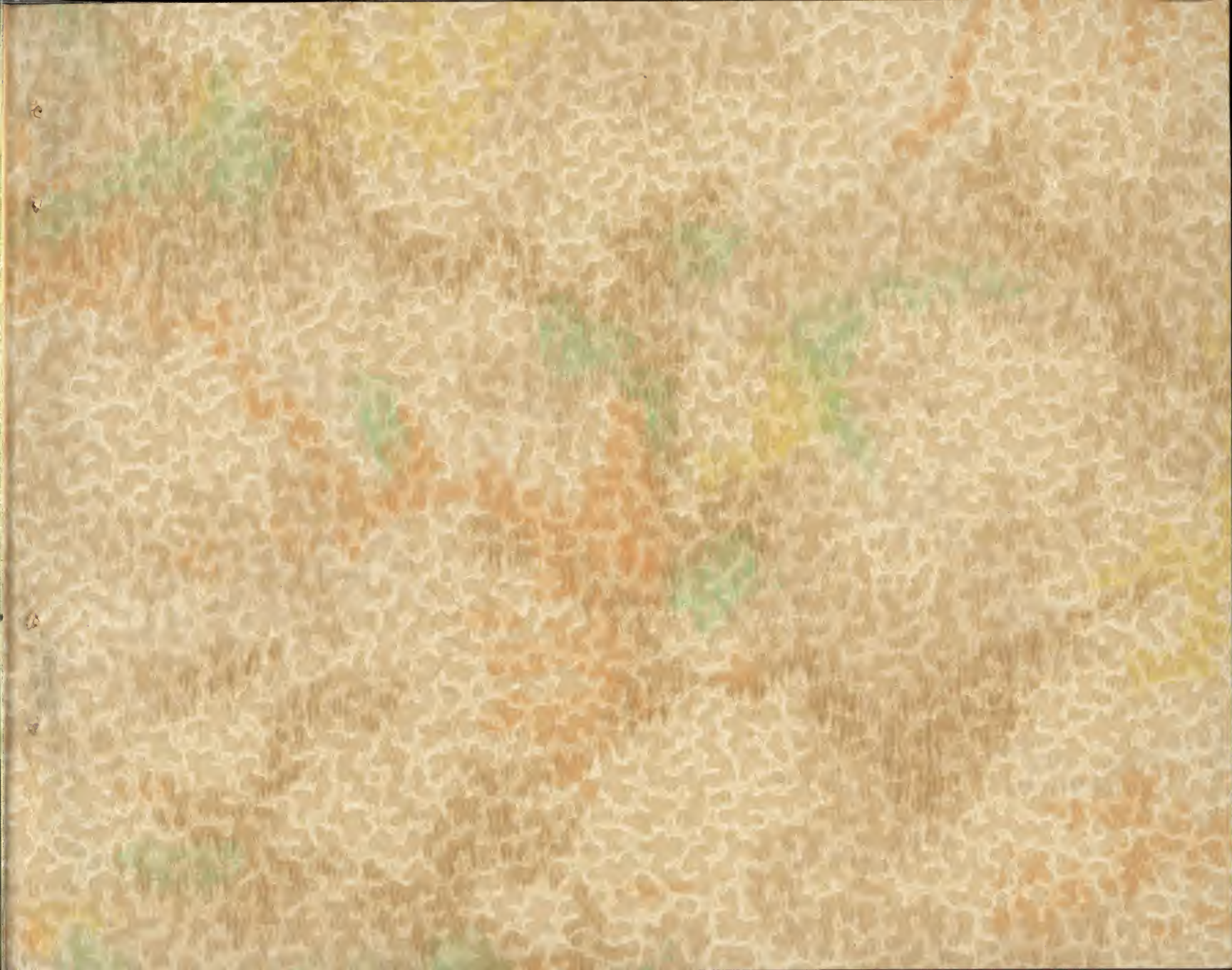
Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

555



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PATTERN No. 129 . . . This is the back of the actual sample . . .

“Afterglow” . . . A Harmonious Background in ANY ROOM IN YOUR HOUSE

You can count on these soft COLOR-PERFECT tones to enrich your room more than you realized was possible! It will make your furniture, your whole room seem nicer . . . and those interesting colors will always blend if you want to buy new drapes, cushions! You'll like the nice modern border, too; you may want to panel your room with it.

9c

A SINGLE ROLL

**Cost of Paper
For Average Room \$1.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 129—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

53 P 4129—BORDER TO MATCH

See pattern 129 border on page 10. 2 Inches wide. Shipping weight 1 oz. Per yard. **4c**

53 P 130—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

555

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PATTERN No. 131 . . . This is the back of the actual sample . . .

"Chippendale" . . . Beautiful Dignity for BEDROOM, LIVING ROOM, DINING ROOM

New COLOR-PERFECT tones give an up-to-date feeling to this wall paper, which has all the fineness and charm of an expensive steel-engraved paper . . . and an 18th Century grace that blends well with any type of furniture. *Chippendale*—and its fashionable looped festoon border—will make your room seem more gracious, more homelike.

9c

A SINGLE ROLL

**Cost of Paper
For Average Room \$1.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 131—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

53 P 4131—BORDER TO MATCH

Similar to pattern 173 border on page 10. 4½ Inches wide. Shipping weight 1 oz. Per yard. . . . **4c**

53 P 132—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	DoubleRolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

555

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PATTERN No. 133 . . . This is the back of the actual sample . . .

"Peachblow" . . . Soft Modern Harmony for BEDROOM, HALL, LIVING ROOM

For any room where you want to look your best, we suggest *Peachblow*, because these soft harmonious tones not only make a room look lovelier, and more up-to-date . . . but they are also very flattering to the people in the room! Lovely for a guest room, with dainty Swiss curtains . . . or beige or peach lace curtains—looped back with silver cord. Pretty border.

9c

A SINGLE ROLL

Order by Catalog Number

53 P 133—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **18c**

53 P 4133—BORDER TO MATCH

Similar to pattern 149 border on page 10. 2½ Inches wide. Shipping weight, 1 oz. Per yard. . . **4c**

53 P 134—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **18c**

**Cost of Paper
For Average Room \$1.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

555

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JOIN HERE



PATTERN No. 135 . . . This is the back of the actual sample . . .

"Linoleum Print" . . . New Linoleum-Style pattern for your KITCHEN

"Linoleum" is the password to smartness for modern kitchen walls. Interior decorators use *real* linoleum, at great expense. You can get the same effect, for just a fraction—by using Sears COLOR-PERFECT *Linoleum Print* wall paper, specially designed to give your room the bright cheerful effect of inlaid linoleum walls! Fadeproof, Washable.

9c

A SINGLE ROLL

Cost of Paper **\$1.90**
For Average Room

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 135—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

53 P 4135—BORDER TO MATCH

2½ Inches wide. Shipping weight 1 oz. Per yard. **4c**

53 P 136—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **18c**

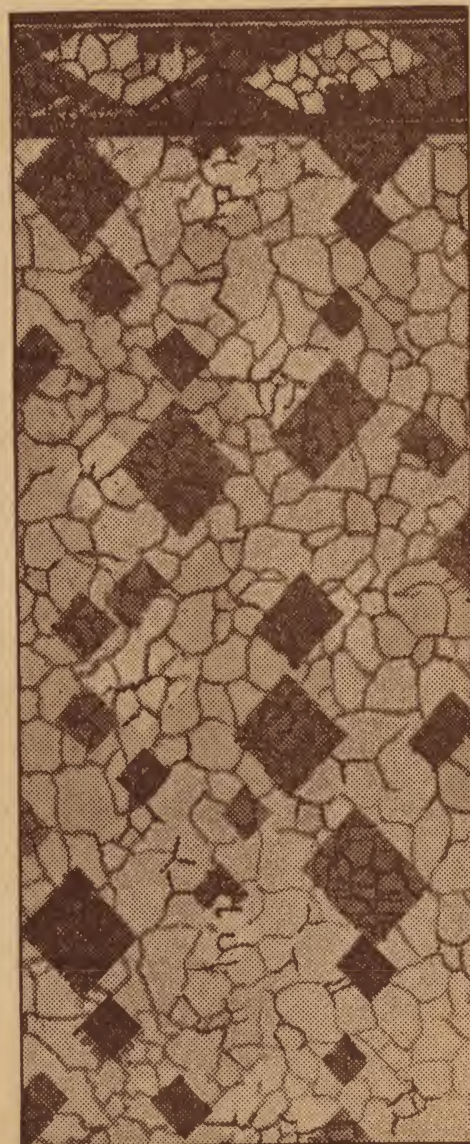
The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two --- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

555

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PATTERN No. 785 . . . This is the back of the actual sample . . .

“Moon Blossom” —Delicate brushed color for ANY ROOM IN YOUR HOUSE

A beautifully colored paper—at a very special price! Picture this paper—those fragile puffs of bloom, against a silvery ghost moon—on the walls of any room in your house! The whole room will take on an airy modern charm at once! *Moon Blossom* harmonizes with any furnishings. It's Washable, Fade Proof!

9c

A SINGLE ROLL

**Cost of Paper
For Average Room..... \$1.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 785—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs..... **18c**

53 P 4785—BORDER

Similar to pattern 177 border on page 10. 2½ Inches wide. Shipping weight, 1 oz. Per yard... **4c**

53 P 786—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 1 lb. 14 oz..... **18c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.64
10x12 ft.	5	2	16	1.90
10x14 ft.	6	3	18	2.34
12x14 ft.	6	3	19	2.38
14x18 ft.	8	4	23	3.08

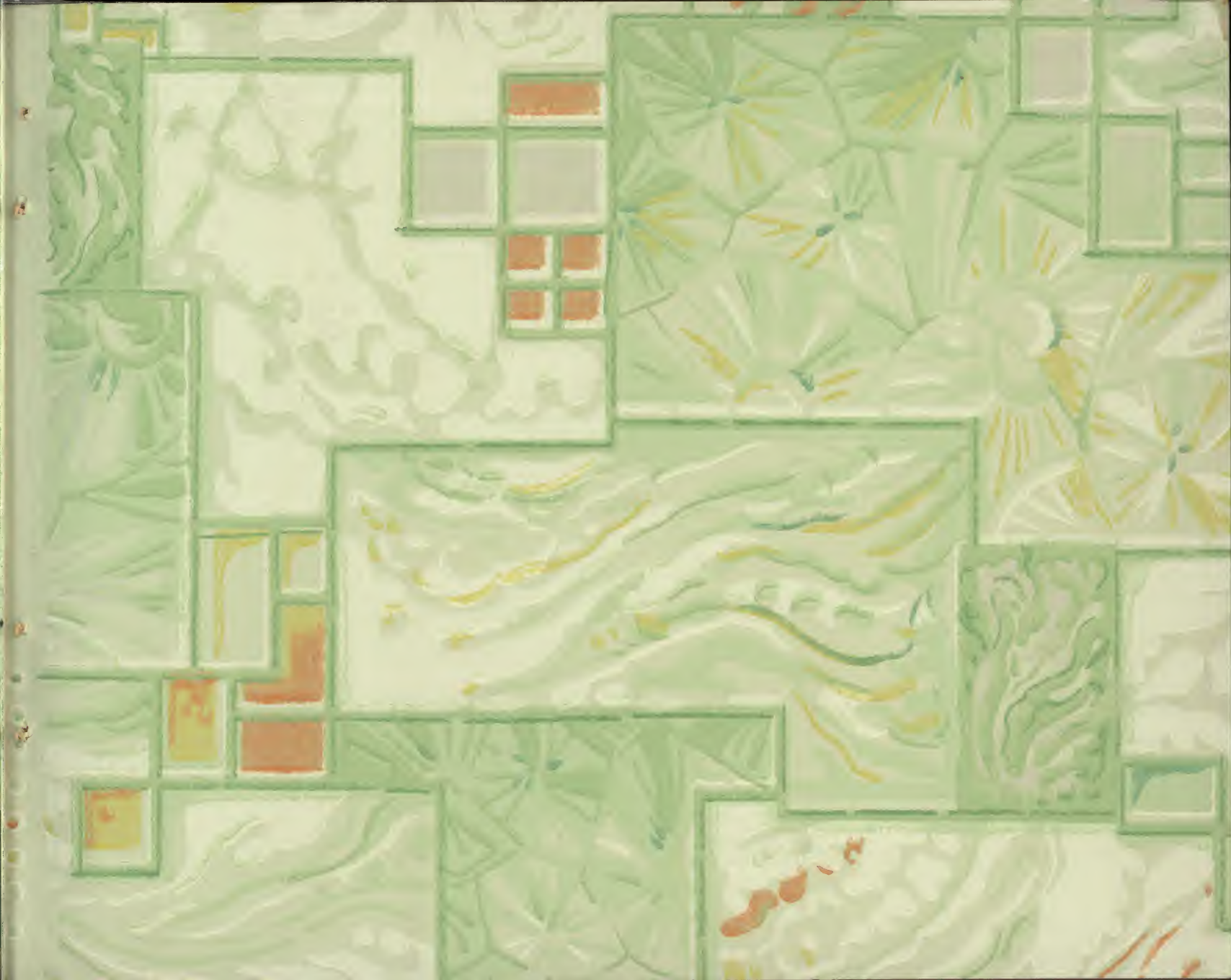
555

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PATTERN No. 137 . . . This is the back of the actual sample . . .

"Jade Tile" . . . Cool Shining Walls . . . for KITCHEN, BATHROOM, BACK HALL

Have you been working in a hot stifling kitchen? No more! Your kitchen will seem the coolest prettiest room you ever worked in . . . with *Jade Tile* on the walls! Clean, cool, decorative—you'll want it for the bathroom, too, and perhaps for the back hall. Fadeproof, Washable—almost as good as having real tile—at a fraction of the cost!

10c

A SINGLE ROLL

**Cost of Paper
For Average Room \$2¹²**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 137—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

53 P 4137—BORDER TO MATCH

2½ Inches wide. Shipping weight 1 oz. Per yard. **4½c**

53 P 138—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

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PATTERN No. 139 . . . This is the back of the actual sample . . .

"Phantom Tapestry" . . . A Fine Harmonious Background for ANY ROOM

Let these lovely COLOR-PERFECT pastel tones, in the stately heraldic pattern, give your walls—and your room—the warm, fresh richness it needs! Blues, greens, reds, golds and browns, in light summery shades or darker ones, all look well in a room walled with *Phantom Tapestry*. Use it with oak, maple, walnut, any type furniture . . . in any room.

Order by Catalog Number

53 P 139—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

53 P 4139—BORDER TO MATCH

Similar to pattern 157 border on page 10. $1\frac{3}{4}$ Inches wide. Shipping weight 1 oz. Per yard. . . **4 $\frac{1}{2}$ c**

53 P 140—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

10c

A SINGLE ROLL

Cost of Paper **\$2 $\frac{1}{2}$**
For Average Room.

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

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**“Amber” . . . Modish Colors in a Smart
Diagonal . . . for ANY ROOM**

Do you know that these are just about the newest, most popular decorating colors today? Warm, rich, beautiful, *Amber* blends with furniture and accents of rust, green, gold—all the mellow brown harmonies so smart in furnishings now! COLOR-PERFECT—charming, to create a feeling of good taste and up-to-dateness. Has tailored “drapery” border.



A SINGLE ROLL

**Cost of Paper
For Average Room \$2.26**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 141—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **22c.**

53 P 4141—BORDER TO MATCH

See pattern 141 border on page 10. 3 Inches wide. Shipping weight 1 oz. Per yard. **4¹/₂c**

53 P 142—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **22c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

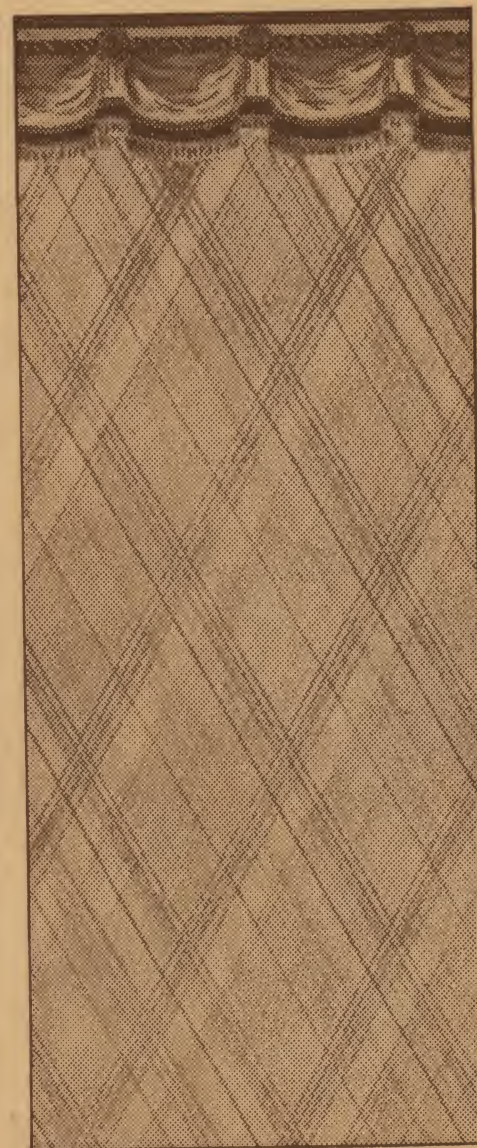
Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.95
10x12 ft.	5	2	16	2.26
10x14 ft.	6	3	18	2.79
12x14 ft.	6	3	19	2.84
14x18 ft.	8	4	23	3.68

555

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PATTERN No. 143 and 143A . . . This is the back of sample No. 143A . . .

"Misty Garden"...With "Dusty Pink" or Cream Background FOR YOUR BEDROOM

This is the type of pattern that's always dainty . . . in a new version, against a texture effect background of fashionable new livable peach, with lots of stylish white. Or choose "Misty Garden" with ivory background and silvery stripes. In either color, "Misty Garden" makes your room seem taller, airier. And for all its daintiness, it's practical.

10c

A SINGLE ROLL

Cost of Paper
For Average Room..... **\$2¹²**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

SIDEWALL PAPER

53 P 143A—Peach 53 P 143—Ivory
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs..... **20c**

BORDER TO MATCH

53 P 4143A—Peach 53 P 4143—Ivory
2¼ Inches wide. Shipping weight, 1 oz. Per yard..... **4½c**

CEILING TO MATCH

53 P 144—Peach 53 P 144—Ivory
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs..... **20c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

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"Lattice" . . . In Blue or Pale Green FOR YOUR BEDROOM

Here's color to make bedroom or sewing room, dinette or sunroom, a bower of rich charm. Choose "Lattice" with background in this fashionable shade of blue, or in luminous new pale green with silvery lattice, exquisite for your bedroom! Whichever you select, be sure to order enough extra for hat boxes and closets! The COLOR-PERFECT tones are Fade-proof, Washable. Has Sears famous Semi-Trimmed feature, that means easy hanging.

10c

A SINGLE ROLL

Cost of Paper
For Average Room **\$2¹²**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

SIDEWALL PAPER

53 P 145—Pale Green . . . 53 P 145A—Blue
Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

BORDER TO MATCH

53 P 4145—Pale Green . . 53 P 4145A—Blue
See pattern 145 border on page 10. 2⁵/₈ Inches wide. Shipping weight 1 oz. Per yard. **4¹/₂c**

CEILING TO MATCH

53 P 146—Pale Green . . . 53 P 140—Blue
Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room, (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

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“Devonshire” . . . Refreshing Charm . . .
for ANY ROOM IN YOUR HOUSE

The fresh, clean charm of soft, tasteful colors . . . and a dignified, neat diagonal pattern! You'll like this contemporary design, and its beautiful border . . . to live with day in and day out; to make any room restful and refreshing. Repeat those pastel tones in chintz or plain cushions; in drapes. Or use *Devonshire* in your room just as it is, add accents later.

10c

A SINGLE ROLL

Cost of Paper **\$2¹²**
For Average Room

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 147—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

53 P 4147—BORDER TO MATCH

See pattern 147 border on page 10. 2½ Inches wide. Shipping weight 1 oz. Per yard. **4½c**

53 P 148—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

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PATTERN No. 149 . . . This is the back of the actual sample . . .

“Blue Bouquet” . . . Prim Airy Charm for the GUEST BEDROOM

Isn't this COLOR-PERFECT paper different-looking? Neat as a new hatbox, with its silver satin diamonds and crisp blue bouquets. Use it in a small room, and see how much more spacious and airy the room becomes! Use white curtains, tied back with blue bows . . . or flowered cretonne! And remember, light won't fade the COLOR-PERFECT pattern.

10c

A SINGLE ROLL

**Cost of Paper
For Average Room \$2¹²**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 149—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

53 P 4149—BORDER TO MATCH

See pattern 149 border on page 10. 2½ Inches wide. Shipping weight 1 oz. Per yard **4½c**

53 P 150—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **20c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for a average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

SEARS *Color-Perfect* WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



EN



PATTERN No. 151 . . . This is the back of the actual sample . . .

“Shining Leaves” . . . Stately Background for ANY DOWNSTAIRS ROOM

Take this book through your rooms. Picture this beautiful wall of landscape and leaves, in your dining room, living room or hall. The COLOR-PERFECT tones blend with mahogany, walnut, oak . . . with rugs and draperies in green, red, gold, brown or blue. Put a sheet of white paper back of the sample to appreciate the rich, Fadeproof Washable colors! Semi-Trimming makes it easy to hang.

10c

A SINGLE ROLL

**Cost of Paper
For Average Room \$212**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 151—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **20c**

53 P 4151—BORDER TO MATCH

Similar to pattern 177 border on page 10. 2½ Inches wide. Shipping weight, 1 oz. Per yard. . . . **4½c**

53 P 152—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **20c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

SEARS *Color-Perfect* WALL PAPERS

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PATTERN No. 153 . . . This is the back of the actual sample . . .

“Rainbow Plaid” . . . Fine Modern Taste . . .
for ANY ROOM IN YOUR HOUSE

Did you have a feeling that it was plain green? Look again, see how subtly the shades of gold, blue-green, mauve, coral, white and silver—all blend to make up a wall paper that will give a quiet, harmonious new richness to your room. Washable, Fadeproof, as practical as it is attractive—for bedroom, nursery, living room, dining room, hall—even bathroom!



A SINGLE ROLL

Cost of Paper
For Average Room \$2.26

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 153—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **22c**

53 P 4153—BORDER TO MATCH

Similar to pattern 141 border on page 10. 3 inches wide. Shipping weight 1 oz. Per yard **4½c**

53 P 154—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight 2 lbs. **22c**

**The Amount and Cost Per Room
for This Pattern**

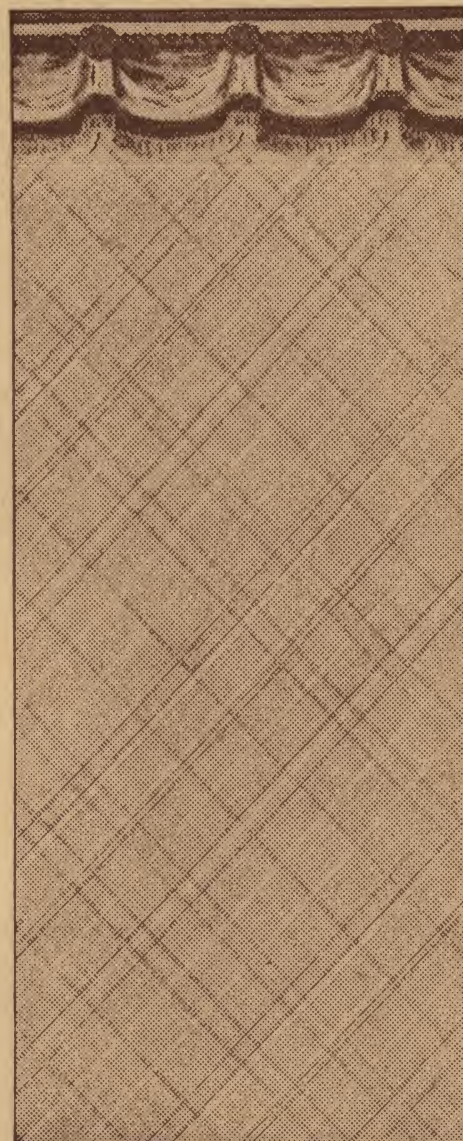
Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.95
10x12 ft.	5	2	16	2.26
10x14 ft.	6	3	18	2.79
12x14 ft.	6	3	19	2.84
14x18 ft.	8	4	23	3.68

555

SEARS *Color-Perfect* WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.





PATTERN No. 155 . . . This is the back of the actual sample . . .

“Clover Puff” . . . Quaint Charm . . .
for ANY ROOM IN THE HOUSE

As light-hearted and amusing as its name—this Early American pattern with the puffs of bright blossom. It can turn a closet into a gay dressing room . . . brighten up a nursery, kitchen, bathroom, dinette . . . or that attic room you’ve always been meaning to do something about. Just \$2.12 will paper an average sized room, with this clever paper.

10c

A SINGLE ROLL

**Cost of Paper
For Average Room \$2¹²**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 155—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs **20c**

53 P 4155—BORDER TO MATCH

Similar to pattern 141 border on page 10. 3 Inches wide. Shpg. wt., 1 oz. Per yard **4¹/₂c**

53 P 156—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs **20c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
14x18 ft.	8	4	23	3.44

555

SEARS *Color-Perfect* WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.







"Fruit Basket"—Latest and Merriest Style for
DINETTE, KITCHEN OR PLAYROOM

You'll want to linger to chat a while, in the room that's dressed up with this fascinating new wall paper, similar to the imported fruit design papers that home-fashion magazines have been talking about. The firm, strong paper stock is printed in clear, Fadeproof, Washable COLOR-PERFECT tones—and amazingly low priced. Order plenty of border—you'll be delighted with its clear-colored fruits and windmills.

12c

A SINGLE ROLL

Cost of Paper for Average Room **\$240**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 6509—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 46509—BORDER TO MATCH

$2\frac{1}{4}$ inches wide. Shipping weight, 1 oz. **4 $\frac{1}{2}$ c**

53 P 162—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.





"Rosewood"—A Modern Shaded Stripe Pattern for
ANY DOWNSTAIRS ROOM

Heighten your room, and give it warmth, with this gleaming new stripe pattern, in the latest COLOR-PERFECT shades. It will make a perfect background for any type furniture, any colors. For a smart modern room, you'll find *"Rosewood"* extra effective, used crosswise of the room. Like most of Sears COLOR-PERFECT papers, it's Washable, Fadeproof — and Semi-Trimmed. Worth much more!

12c

A SINGLE ROLL

Cost of Paper
for Average Room \$2⁴⁰

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 6535—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 24c

53 P 46535—BORDER TO MATCH

1 $\frac{7}{8}$ Inches wide. Shipping weight, 1 oz. 4 $\frac{1}{2}$ c

53 P 168—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 24c

The Amount and Cost Per Room
for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

1555

SEARS *Color-Perfect* WALL PAPERS
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.





"Kilkenney Cottage" — Sunny COLOR—PERFECT cheer
for ANY ROOM IN YOUR HOUSE

A bit of cottage—a bit of landscape—a bucket of flowers—all in new 1936 tones—clear and rich—Fadeproof—and Washable! Spacious, much richer and finer looking on your walls than the small sample can show! Put it in the children's room, dining room, kitchen, bathroom, or guest room—any room you want brought to new life and up-to-date style with delightful new COLOR-PERFECT walls.

12c

A SINGLE ROLL

Cost of Paper for Average Room **\$240**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 161—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 3161—BORDER TO MATCH

3 Inches wide. Shipping weight, 1 oz. Per yard. **4½c**

53 P 162—CEILING TO MATCH

Per Double Length Roll of 16 Yards. Shipping weight, 2 lbs. **24c**

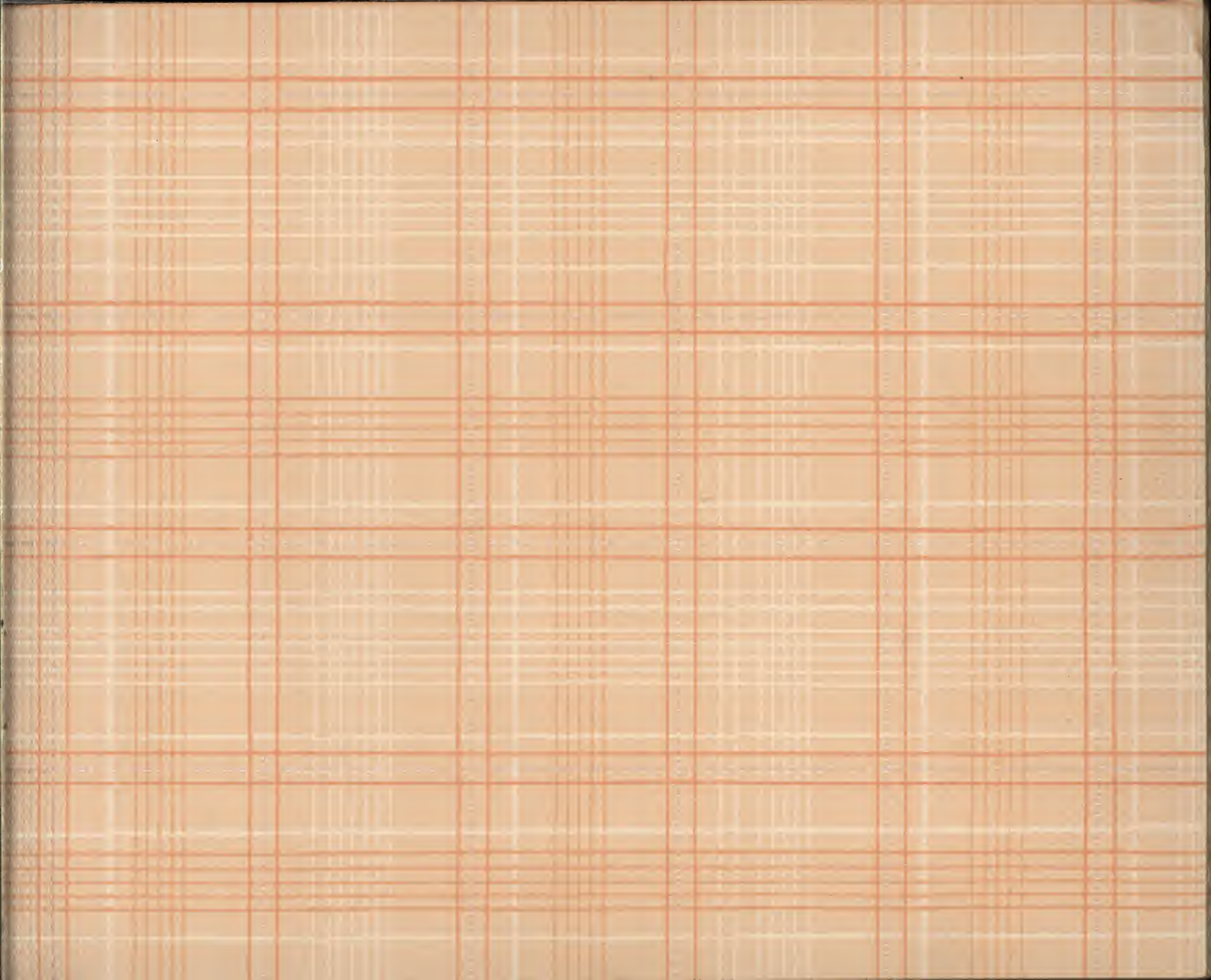
**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.



"Tri-Tone Plaid"—Your Choice of 6 Colors

See the ROOM BEAUTIFUL SERIES

—on the Back Cover

This textural, cloth-like paper is especially smart in the *Tri-Tone Plaid*; very correct and fashionable because of its subtle coloring and simplicity. Choose your favorite shade, from the ROOM BEAUTIFUL SERIES of colors on the back cover, and order by the catalog number given below. Each color is Washable, Fadeproof. The border for this beautiful paper is very similar to pattern 181 border on page 10.

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (8-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

Semi-Trimmed . . . Washable . . . Fadeproof

12^c *A*
Single
Roll

Cost of Paper for
Average Room \$2⁴⁰

Sold only in Double Length Rolls
16 yds. (48 Ft.) long and 18 in. wide.

Order Color by Catalog No.	PRICE	Sand	Coral	Sunshine	Green	Fawn	Blue
SIDEWALL PAPER Double Length Roll of 16 Yds. Shpg. wt., 2 lbs.	24c	53P163A	53P163B	53P163C	53P163D	53P163E	53P163F
BORDER TO MATCH 4¼ in. Wide, Shpg. wt., 1 oz. Per Yard.	4½c	53P4163A	53P4163B	53P4163C	53P4163D	53P4163E	53P4163F
CEILING TO MATCH Double Length Roll of 16 Yds. Shpg. wt., 2 lbs.	24c	53P164	53P164	53P164	53P164	53P164	53P164

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.





"Mauve Chiffon" — Muted COLOR—PERFECT Tones
for BEDROOM or LIVING ROOM

What a charming room this lovely shadowy pattern will make! New shades of favorite colors, blended against a background that has a chiffon-like daintiness. Yet feel it . . . it's a sturdy COLOR-PERFECT Sears paper. Those soft colors won't fade—dust will wash off! Use it with accents of mauve, rose, lilac or that Frenchy blue of the stems. Sears Semi-Trimmed edge means easy hanging.

12c

A SINGLE ROLL

Cost of Paper for Average Room **\$2.40**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 165—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 4165—BORDER TO MATCH

See pattern 165 border on page 10. 3 inches wide. Shipping weight, 1 oz. Per yard. **4½c**

53 P 166—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

The Amount and Cost Per Room for This Pattern

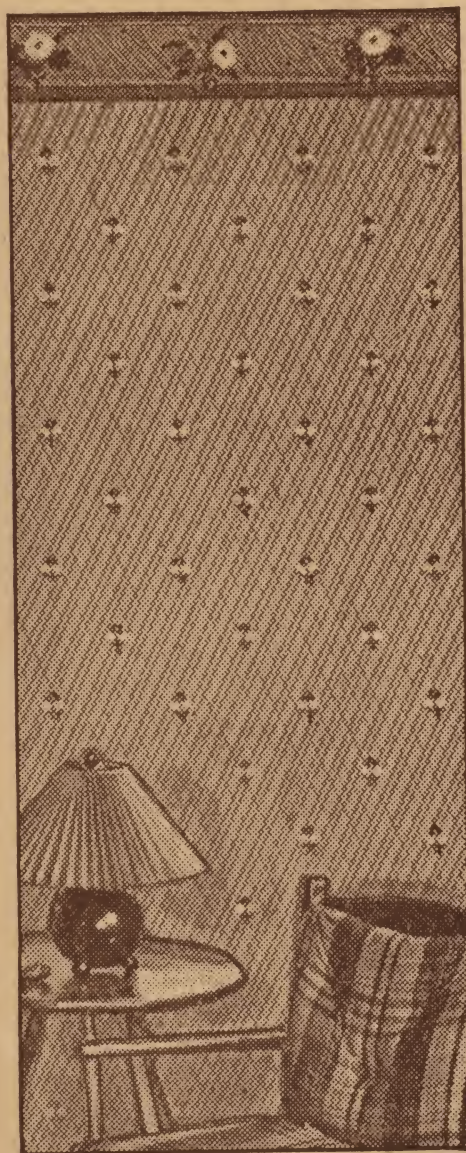
Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (8-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.





"Sunshine" — Bright Cheer for
ANY ROOM IN YOUR HOUSE

Here's one of those clever English-cottage type of patterns that can make a dingy room look as gay and cheery as a doll's house! Put it in any room that needs brightening — with stiff white curtains, or red chintz with a small bright pattern. You'll enjoy *"Sunshine"* and its border of nosegays, for a long time, because it won't fade and you can wash off spots or dust. Semi-Trimmed — easy to hang.

12c

A SINGLE ROLL

Cost of Paper for Average Room **\$2.40**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 6521—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 46521—BORDER TO MATCH

1½ Inches wide. Shipping weight, 1 oz. Per yard. **4½c**

53 P 172—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two — for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (8-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

SEARS *Color-Perfect* **WALL PAPERS**
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"Spring Garland"—**COLOR-PERFECT Harmony—**
for **BEDROOM, or DOWNSTAIRS ROOMS**

These clear, jewel-like **COLOR-PERFECT** tones—in fashionable colors—will brighten and enrich any room! The refreshing hues of the flowers, caught into bunches with shining pussywillows—are so natural, you can almost smell them! *Spring Garland* would make an adorable bedroom, with frilly white curtains, spreads . . . or breakfast room, with green dishes . . . or airy living room!

12c

A SINGLE ROLL

**Cost of Paper
for Average Room \$2.40**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 243—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 4243—BORDER TO MATCH

2½ Inches wide. Shipping weight, 1 oz. Per yard **4½c**

53 P 244—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

SEARS *Color-Perfect* WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.





"Wedgewood" — Restful Modern Harmony
FOR ANY ROOM

"Dusty pinks—dusty gray-blues—whites—soft greens" say the home furnishing style notes. Here they are, in a COLOR-PERFECT pattern you won't tire of. Use it in a warm room, for coolness . . . or in a cool room, as a background for sunny golden curtains! It adapts itself wonderfully to any size room, any furnishings. Lovely with white woodwork. Fadeproof, Washable and very reasonably priced.

12c

A SINGLE ROLL

Cost of Paper
for Average Room \$240

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 169—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 24c

53 P 5169—BORDERTO MATCH

Similar to pattern 189 border on page 10. 2 Inches wide. Shipping weight, 1 oz. Per yard . . . 4½c

53 P 170—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 24c

The Amount and Cost Per Room
for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

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PATTERN No. 171 . . . This is the back of the actual sample . . .

"Hydrangea" — Twelve COLOR-PERFECT Tones
in This Pretty BEDROOM PAPER I

It's no accident that these loveliest of flower-colors are so warm and feminine, so soft and misty! They're new COLOR-PERFECT tone, blended by a great designer . . . with silvery filigree background, and slim stripes—that give a feeling of spaciousness to any bedroom or living room you put *Hydrangea* in. Hold a sheet of white paper behind this sample to appreciate its full beauty.

12c

A SINGLE ROLL

Cost of Paper
for Average Room **\$2.40**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 171—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 4171—BORDER TO MATCH

2¼ Inches wide. Shipping weight, 1 oz. Per yard **4½c**

53 P 172—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.







"Calico Print" — Sprightly flowers and a festoon border, **FOR ANY ROOM**

A COLOR-PERFECT paper that brings Spring and youth and gayety into any room! Colorful as so many of the stylish papers are! Picture it in a child's room, with bedspread and curtains of snowy white, or red-tufted muslin! Fat little red cushions on white-painted chairs, bright braided rugs! Or use it in dining room, kitchen; let it cheer up that dark hall! Won't fade . . . and WILL wash!

12c

A SINGLE ROLL

**Cost of Paper
for Average Room \$2.40**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 173—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 4173—BORDER TO MATCH

See pattern 173 border on page 10. $4\frac{1}{2}$ Inches wide. Shipping weight, 1 oz. Per yard **4½c**

53 P 174—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.





"Crimson Urn" — Twentieth Century Dignity
FOR ANY ROOM

Give your house a fine modern feeling with this COLOR-PERFECT wall paper that's colorful and dignified at the same time. Suitable to use with formal or informal furnishings. The touch of red is very fashionable. Sun won't hurt the Fadeproof colors; careful washing will take off dust or dirt. And it's a Semi-Trimmed paper.

12c

A SINGLE ROLL

Cost of Paper
for Average Room **\$240**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 175—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

53 P 4175—BORDER TO MATCH

Similar to pattern 185 border on page 10. 2 1/4 Inches wide. Shipping weight, 1 oz. Per yard... **4 1/2c**

53 P 176—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **24c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.07
10x12 ft.	5	2	16	2.40
10x14 ft.	6	3	18	2.97
12x14 ft.	6	3	19	3.02
14x18 ft.	8	4	23	3.92

555

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PATTERN No. 177 . . . This is the back of the actual sample . . .

"Opal"—Luxurious Sheen
FOR YOUR LIVING ROOM

Newest COLOR-PERFECT tones to express the type of pattern that has always been popular, in a satiny embossed paper that you'd expect to pay far more for. Put a sheet of white paper behind the sample, to get an idea what a warm background *Opal* will make for your best living room set—or in the hall, or dining room. Washable, Fadeproof. Compare it with papers of similar types, anywhere, and you'll appreciate Sears low price! And, it's Semi-Trimmed for easy hanging.

THIS PAPER IS
Semi-Trimmed—Washable—Fadeproof

14^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48-Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$2.76

Order by Catalog Number

53 P 177—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 28^c

53 P 4177—BORDER TO MATCH

See pattern 177 border on page 10. 2⁵/₈ Inches
wide. Shipping weight, 1 oz. Per yard. 5^c

53 P 178—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 28^c

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

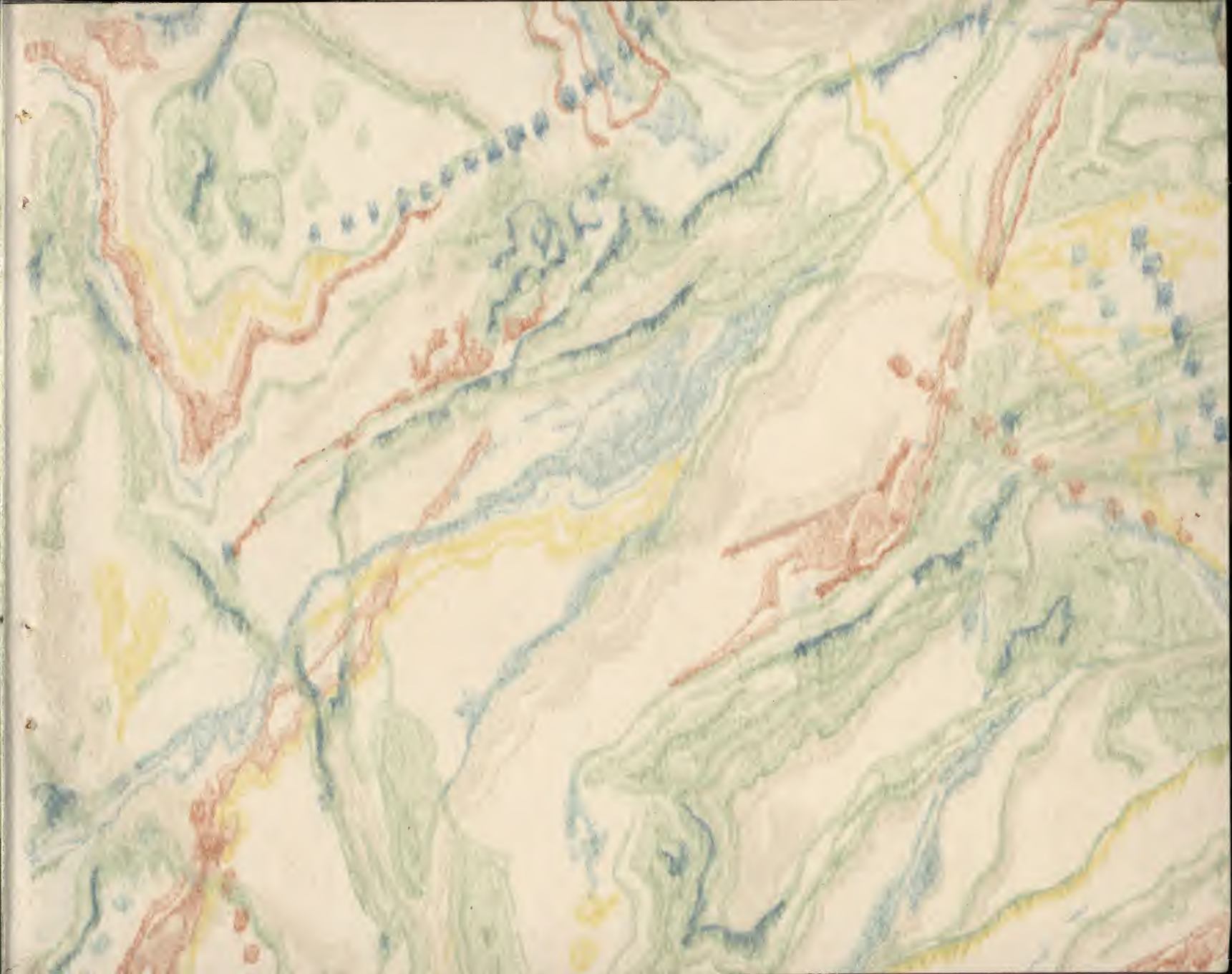
Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.





"Marble River" — Clear Sparkling Design
for BATHROOM AND KITCHEN

Do you ever judge a woman's good taste by the way her bathroom or kitchen is kept? Why not make your own bathroom and kitchen look clean and fresh and modern—when it costs so little to cover the walls with spic-and-span new COLOR-PERFECT paper? Sun and heat can't fade it; it resists steam and water. All colors of towels, draperies, bath mats, look well with it! Send for *Marble River* today.

14c

A SINGLE ROLL

Cost of Paper
for Average Room \$276

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 179—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 28c

53 P 4179—BORDER TO MATCH

See pattern 179 border on page 10. 2 $\frac{5}{8}$ Inches wide. Shipping weight, 1 oz. Per yard. 5c

53 P 180—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 28c

The Amount and Cost Per Room
for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

SEARS *Color-Perfect* WALL PAPERS

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1880

1881

1882

1883

1884

1885

1886

1887

1888

1889

1890

1891

1892

1893

1894

1895

1896

1897

1898

1899

1900

1901

1902

1903

"Contemporary"—Pastel Stripes
to Modernize ANY ROOM

Here's the wall paper Lyn Colby chose for walls of the modern living room shown on Page 6. The soft COLOR-PERFECT tones make a wonderful, effectively simple background for furnishings, pictures—using any colors, any type of furniture. For an extra modern effect, paper horizontally around the room. You will be very proud of any room papered with *Contemporary*, especially when you see how effectively the modern classic border shows it off. Fadeproof, Washable, and an easy paper to hang because it is Semi-Trimmed!

THIS PAPER IS

Semi-Trimmed—Washable—Fadeproof

14^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48-Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$2.76

Order by Catalog Number

53 P 181—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 28^c

53 P 4181—BORDER TO MATCH

See pattern 181 border on page 10. 4¼ Inches
wide. Shipping weight, 1 oz. Per yard 5^c

53 P 182—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 28^c

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.





"Chrome Arbor" — Bright Summery Beauty
for BEDROOM, SEWING ROOM

Pretty as a new dimity dress, with its prim posies against a chromium-color arbor, scattered blossoms, and a pattern of shining dots all over! Rarely do you find a wall paper that will make a room look fresher, crisper. Look twice at the border, too; its classic simplicity makes it stylish. Fadeproof, Washable—a grand COLOR-PERFECT Bargain! And, easy to hang—because it's Semi-Trimmed.

14c

A SINGLE ROLL

**Cost of Paper
for Average Room \$2.76**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 183—SIDEWALL PAPER
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

53 P 4183—BORDER TO MATCH
Similar to pattern 157 border on page 10. 1¾ inches wide. Shipping weight, 1 oz. Per yard.. **5c**

53 P 184—CEILING TO MATCH
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (8-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

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SEARS, ROEBUCK AND CO.



PATTERN No. 185 . . . This is the back of the actual sample . . .

"Bright Polka"

The Paper that Saved Mrs. Tyler Over \$7.00 (See Page 7)

Mrs. Tyler used this modern COLOR-PERFECT wall paper to paper her bedroom—and had a room as beautiful as the one that cost over four times as much—ordered through an interior decorator's shop! Decorator's papers similar to this cost 90c a single roll! And Mrs. Tyler made a double saving because she hung Sears paper herself. Use *Bright Polka* also in the living room; to work miracles in that dark upper hall, or to make your dining room rich and cheery! It's Fadeproof and Washable.

14c

A SINGLE ROLL

Cost of Paper
for Average Room **\$2⁷⁶**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 185—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

53 P 4185—BORDER TO MATCH

See pattern 185 border on page 10. 2 $\frac{3}{4}$ Inches wide. Shipping weight, 1 oz. Per yard. **5c**

53 P 186—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

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SEARS, ROEBUCK AND CO.





"Cameo" — Soft Elegance for BEDROOM,
LIVING ROOM, DINING ROOM

Have you read about "New Trends" in the home-style magazines? "First news is a rich dusty pink . . . papers in two tones are the last word . . . modernized Classic motifs . . . a feeling of elegance . . . and rich, definite color." That tells the story. Let this stylish COLOR-PERFECT paper transform your bedroom into new loveliness! Or create the richest background your living room ever had.

14c

A SINGLE ROLL

Cost of Paper
for Average Room **\$276**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 187—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

53 P 4187—BORDER TO MATCH

Similar to pattern 233 border on page 10. 2½ Inches wide. Shipping weight, 1 oz. Per yard.. **5c**

53 P 188—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

**The Amount and Cost Per Room
for This Pattern**

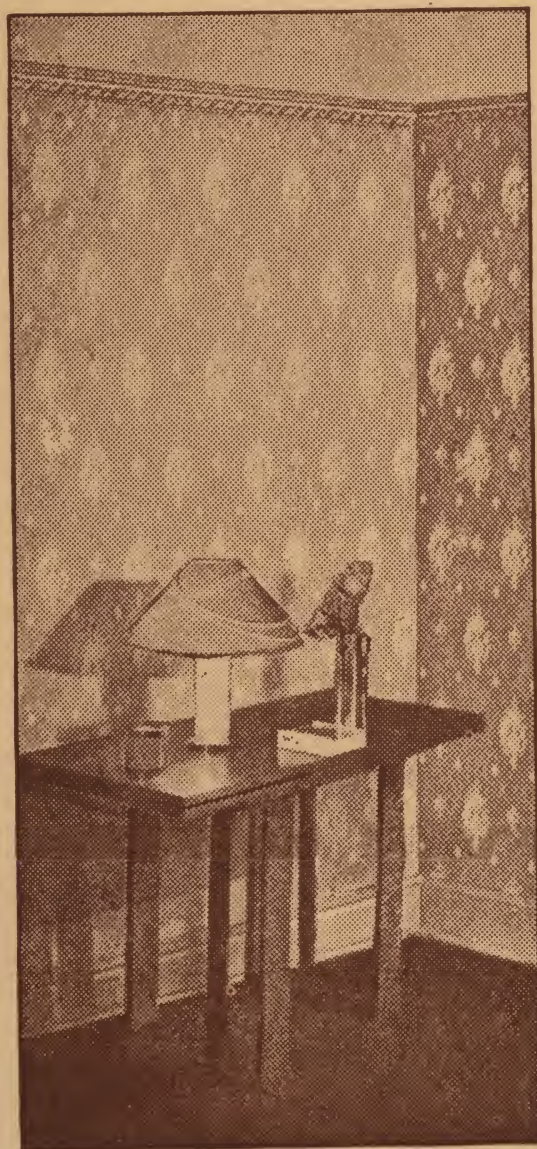
Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

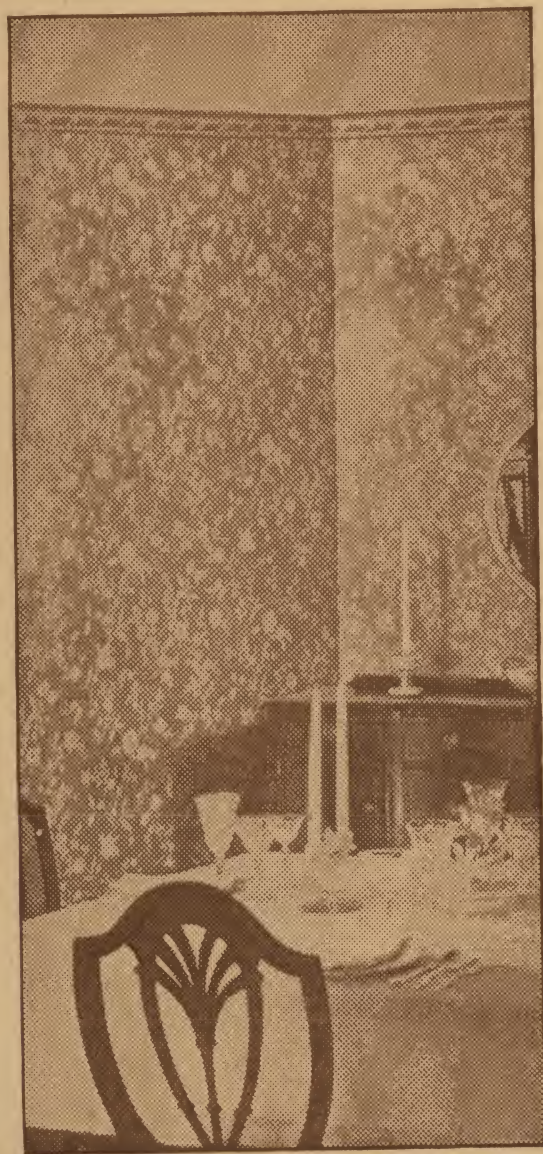
555

SEARS *Color-Perfect* **WALL PAPERS**

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SEARS, ROEBUCK AND CO.







"Ivory Branches" — In Stylish
Blue—for ANY ROOM

Blue . . . loveliest, smartest of 1936 decorating colors! Look on Page 2 to get an idea how rich this new COLOR-PERFECT wall paper will look in a dining room. It's perfect for a bedroom with mahogany or maple furniture, white woodwork. Or for a living room—or hall. *Ivory Branches* has so much style—so much Fadeproof, Washable beauty—like an interior decorator's paper. Classic leaf border.

14c

A SINGLE ROLL

**Cost of Paper
for Average Room \$2.76**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 189—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

53 P 5189—BORDER TO MATCH

See pattern 189 border on page 10. 2 inches wide. Shipping weight, 1 oz. Per yard. **5c**

53 P 190—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

**The Amount and Cost Per Room
for This Pattern**

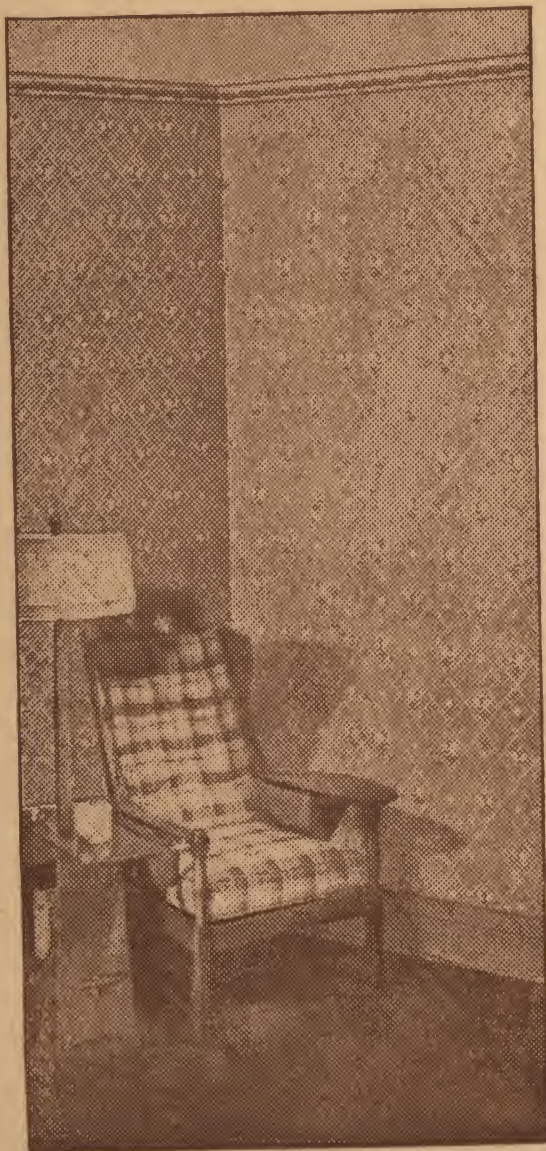
Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

SEARS *Color-Perfect* **WALL PAPERS**
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SEARS, ROEBUCK AND CO.





"Gracia" — Charming Modern Dignity for
BEDROOM or DOWNSTAIRS ROOM

One of fashion's loveliest combinations for the home—put a sheet of white paper behind this sample to appreciate the full beauty of creamy yellow, white, cocoa brown. Marvelously adaptable, effective with maple, walnut, painted furniture; nice combined with rust, green, brown, or with blues and tans. *Gracia* has the feeling of quality you usually expect only in interior-decorator paper. Washable, Fade-proof, Semi-Trimmed to make hanging easy.

14c

A SINGLE ROLL

Cost of Paper for Average Room **\$276**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 191 — SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

53 P 5191 — BORDER TO MATCH

Similar to pattern 189 border on page 10. 2 Inches wide. Shipping weight, 1 oz. Per yard.. **5c**

53 P 192 — CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

SEARS *Color-Perfect* **WALL PAPERS**
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"Victoria" — A Stately Pattern — Ideal for
THE HALL

The formal grace of this design, and its rich embossing, will bring dignity and spaciousness to your hall — or you may choose it for dining room, living room. *"Victoria"* harmonizes beautifully with walnut, oak or mahogany woodwork. Its COLOR-PERFECT shades won't dim — and *"Victoria"* is Washable.

14c

A SINGLE ROLL

Cost of Paper
for Average Room **\$2⁷⁶**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 6525—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

53 P 46525—BORDER

2³/₈ Inches wide. Shipping weight, 1 oz. Per yard. **5c**

53 P 188—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **28c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two — for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (8-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.38
10x12 ft.	5	2	16	2.76
10x14 ft.	6	3	18	3.42
12x14 ft.	6	3	19	3.47
14x18 ft.	8	4	23	4.51

555

SEARS *Color-Perfect* **WALL PAPERS**
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PATTERN No. 193 . . . This is the back of the actual sample . . .

"Diamond Weave"—Rich "Cloth-type"

—Stylish for DOWNSTAIRS ROOMS

Put this beautiful COLOR-PERFECT paper on the walls of your living room, dining room, or hall—and get the same mellow richness you might get if you had an interior decorator import wall paper for you at \$2 a roll! Embossed papers that look like cloth are especially stylish now, and this blending of rust, green, tan, gold and silver—designed exclusively for Sears—is one of the handsomest! Picture it with mahogany—or maple—or oak furniture. With green—or rust—beige—or brown. Or combinations of these colors. Lyn Colby has used this paper for the beautiful "Charles of London" living room shown in colors on page 2.

THIS PAPER IS

Washable—Fadeproof

17^c

A SINGLE ROLL

*Sold only in Double Length Rolls, 16 yards
(48 Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.26.

Order by Catalog Number

53 P 193—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. **34^c**

53 P 4193—BORDER TO MATCH

Similar to pattern 233 border on page 10. 2½" **5½^c**
Inches wide. Shipping weight, 1 oz. Per yard.

53 P 194—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. **34^c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.81
10x12 ft.	5	2	16	3.26
10x14 ft.	6	3	18	4.05
12x14 ft.	6	3	19	4.11
14x18 ft.	8	4	23	5.35

555

SEARS *Color-Perfect* **WALL PAPERS**

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PATTERN No. 195 . . . This is the back of the actual sample . . .

"Grass Cloth"—New Texture—Embossed
Two-Tone Paper—FOR ANY ROOM

If you have been looking at interior decorator's papers, at \$1 to \$3 a roll—we don't need to tell you how amazingly like them in quality, in feeling, this COLOR-PERFECT paper is—in our own pattern, exclusive with Sears. It has the effect of grass cloth, that's so fashionable and so expensive; it has the two-tone design that magazines call "the newest thing possible"; and is in soft stylish green. Be proud to put this Fadeproof, Washable paper in any room in your house!

THIS PAPER IS
Semi-Trimmed—Washable—Fadeproof

15^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48 ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$2.90

Order by Catalog Number

53 P 195—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs **30c**

53 P 5195—BORDER TO MATCH

Similar to pattern 189 border on page 10. 2
Inches wide. Shipping weight, 1 oz.... Per yard **5c**

53 P 196—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs **30c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.50
10x12 ft.	5	2	16	2.90
10x14 ft.	6	3	18	3.60
12x14 ft.	6	3	19	3.65
14x18 ft.	8	4	23	4.75

555

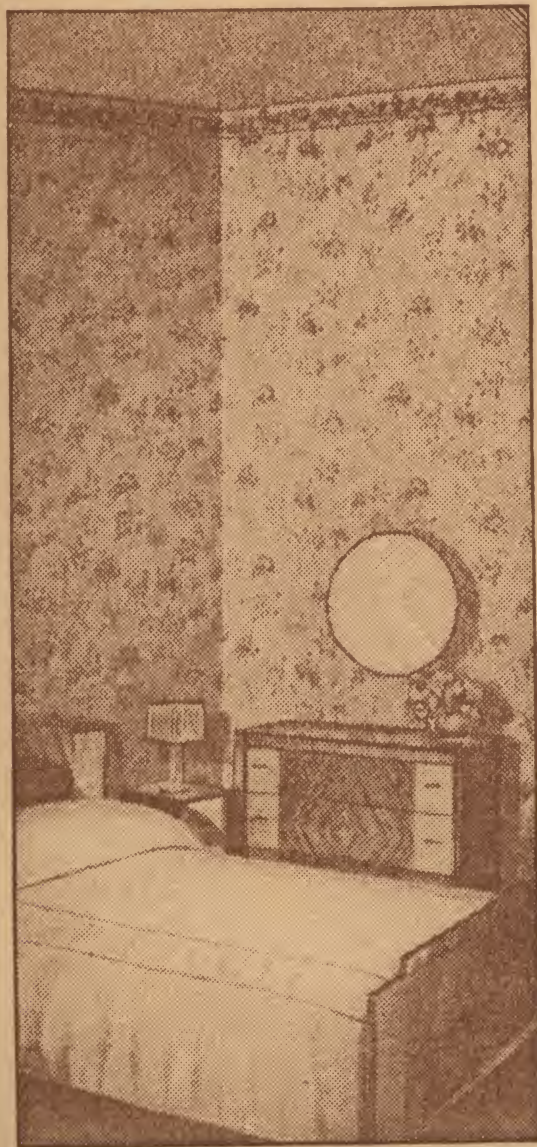
SEARS *Color-Perfect* **WALL PAPERS**

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SEARS, ROEBUCK AND CO.



PATTERN No. 197 . . . This is the back of the actual sample . . .



"Flowered Satin" — Brushed Flowers—Silky Background
Elegance for ANY ROOM

Where you want a feeling of feminine luxury, nothing could be lovelier than this gorgeous new COLOR-PERFECT wall paper! Feel its heavy quality, see how exquisitely the inks are brushed into the satiny background. Notice the beautiful flower border. Then try to find anything that can even compare with it—under 30c a single roll—anywhere else! Sun can't hurt the delicate Fadeproof colors.

15c

A SINGLE ROLL

**Cost of Paper
for Average Room \$2.90**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 197—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **30c**

53 P 4197—BORDER TO MATCH

Similar to pattern 165 border on page 10. 3 inches wide. Shipping weight, 1 oz. Per yard.. **5c**

53 P 198—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **30c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.50
10x12 ft.	5	2	16	2.90
10x14 ft.	6	3	18	3.60
12x14 ft.	6	3	19	3.65
14x18 ft.	8	4	23	4.75

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.



"Homespun"—The new textural feeling
—FOR DOWNSTAIRS ROOMS

"Rough textures" say our cablegrams from foreign style centers. "Rough textures" say the decorators. And here is one of the richest textural wall papers we have ever seen—like a costly, coarsely-woven cloth wall covering. With colors that have luxurious dignity for living room, hall, dining room, study. Colors that enrich the furniture you're already using; or set off new furniture. An unusual amount of gold color to add to its richness. Use *Homespun* and its fine border, for richness!

THIS PAPER IS
Washable—Fadeproof

17^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48-Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.26

Order by Catalog Number

53 P 199—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34^c

53 P 4199—BORDER TO MATCH

Similar to pattern 177 border on page 10. 2⁵/₈
Inches wide. Shipping weight, 1 oz. Per yard 5¹/₂^c

53 P 200—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34^c

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

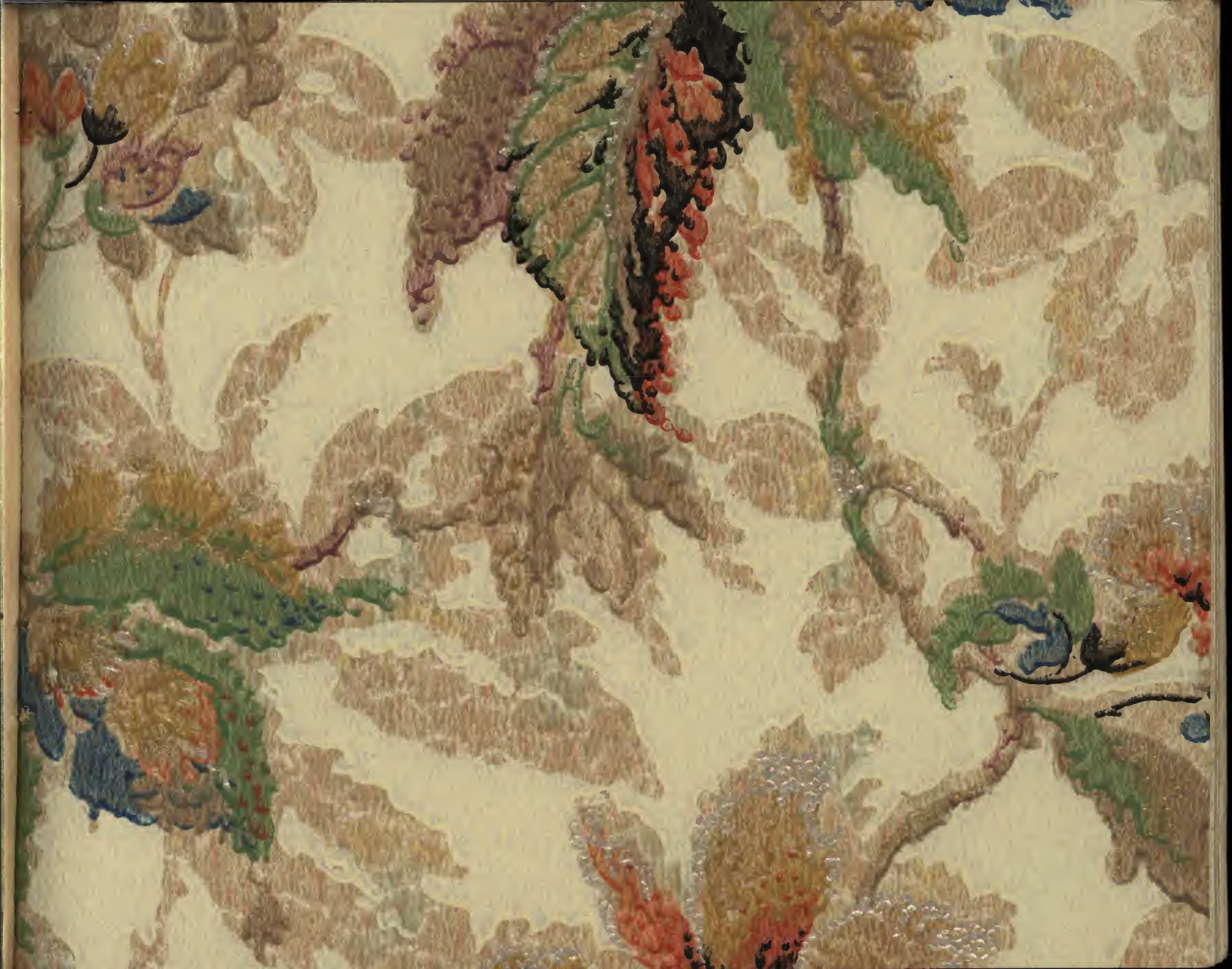
Size of Room (8-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.81
10x12 ft.	5	2	16	3.26
10x14 ft.	6	3	18	4.05
12x14 ft.	6	3	19	4.11
14x18 ft.	8	4	23	5.35

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



"Peacock Blossom"—An Old Favorite
In New Tones—for ANY ROOM

Enter, tropical beauty in a pattern like a colorful printed cretonne! If your furniture and rugs are somber, just put *Peacock Blossom* on the walls—of dining room, living room, hall, guest room—all over, or in panels against one of the plaster-type papers—and see the room blossom to fresh vivid beauty at once! No wonder this type of pattern has been such a favorite; now it's richer than ever in this new COLOR-PERFECT paper. No fading, no fear that cleaning or careful washing will hurt it. Semi-Trimmed for easy hanging and priced especially low.

THIS PAPER IS
Semi-Trimmed—Washable—Fadeproof

17^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48-Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.26

Order by Catalog Number

53 P 203—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34c

53 P 4203—BORDER TO MATCH

Similar to pattern 177 border on page 10. 2½
Inches wide. Shipping weight, 1 oz. Per yard 5½c

53 P 204—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34c

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (8-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.81
10x12 ft.	5	2	16	3.26
10x14 ft.	6	3	18	4.05
12x14 ft.	6	3	19	4.11
14x18 ft.	8	4	23	5.35

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.





"Springtime" — Airy Sprays and a New Blue Green Background for ANY ROOM

"Big airy sprays . . . dark background . . . clear colors . . . lots of white." All these 1936 Fashion commands are followed in this lovely COLOR-PERFECT paper that will bring the beauty of summer, into your house to stay. Use any of the soft shades of the flowers, for accent in your room. And remember, these clear colors won't dim in the sun, and they're washable. *"Springtime"* has a lovely border. Semi-Trimmed edge — so you can hang it yourself, with no trouble at all.

17^c

A SINGLE ROLL

**Cost of Paper
for Average Room \$326**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 6631—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **34^c**

53 P 46631—BORDER TO MATCH

2¼ inches wide. Shipping weight, 1 oz. Per yard **5½^c**

53 P 220—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **34^c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.81
10x12 ft.	5	2	16	3.26
10x14 ft.	6	3	18	4.05
12x14 ft.	6	3	19	4.11
14x18 ft.	8	4	23	5.35

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.



"Modern Plaster"—in Golden Sand or
Ecru Sand—For ANY ROOM

New "plaster" papers are simpler, richer. We searched America for "pattern rollers" as fine as we wanted for our *Modern Plaster*; finally we selected this unusually fine European design and experimented for weeks to determine which colors would be most effective. We're proud to present this both in Golden Sand and in Ecru Sand, a beautiful, soft shade midway between the colors of this sample and 215. Superb examples of modern plaster wall paper . . . a fine, costly-looking background for furniture and pictures, harmonious with any furniture and any colorings . . . in any room. Washable, Fadeproof, COLOR-PERFECT bargains—both of them.

THIS PAPER IS
Washable and Fadeproof but not Semi-Trimmed

18^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48-Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.36

SIDEWALL PAPER

53 P 205—Ecru.... 53 P 207—Golden
Per Double Length Roll of 16 yards. 36^c
Shipping weight, 2 lbs. 8 oz.....

BORDER TO MATCH

53 P 3205—Ecru.. 53 P 3207—Golden
Similar to pattern 207 border on page 10. 5¹/₂^c
4¹/₄-in. wide. Shipping weight, 1 oz. per yard

CEILING TO MATCH

53 P 206—Ecru.... 53 P 208—Golden
Per Double Length Roll of 16 yards. 34^c
Shipping weight, 2 lbs. 8 oz.....

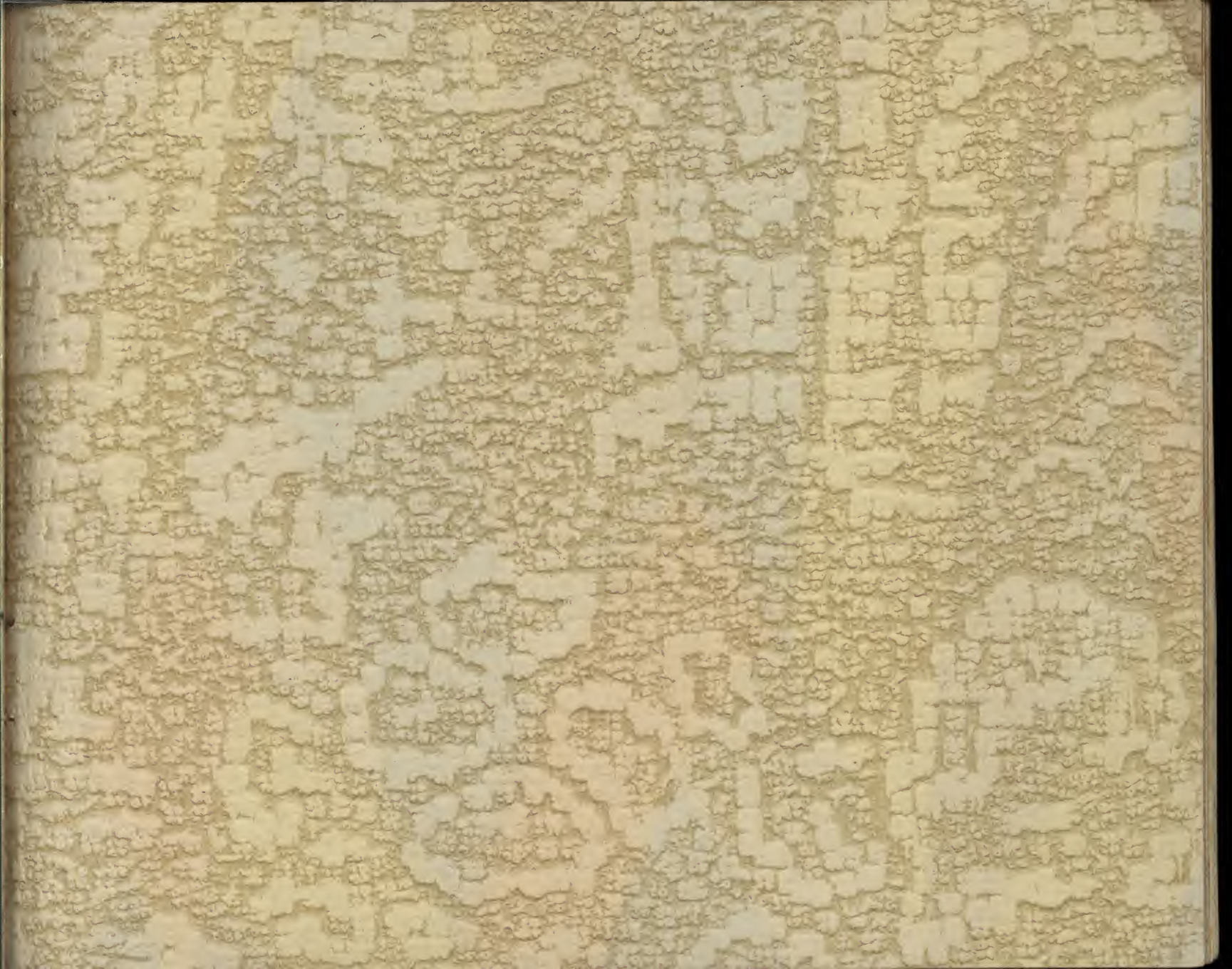
The Amount and Cost Per Room
for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.89
10x12 ft.	5	2	16	3.36
10x14 ft.	6	3	18	4.17
12x14 ft.	6	3	19	4.23
14x18 ft.	8	4	23	5.51

2 555

SEARS *Color-Perfect* WALL PAPERS
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.



"Scenic Plaster"—in Gray Beige or Golden Sand
—For ANY ROOM

One of the most interesting new patterns—combining the charm of scenic and plaster papers. The soft blend of COLOR-PERFECT tones in this Gray Beige shade is equally rich in the warmer Golden Sand shade (similar to pattern 207). Stunning with accents of modern rusts and greens, or deep blue and wine reds! Use it for plain walls or paneled off with the handsome classic modern border. It's Fadeproof, Washable, will stay beautiful a *long* time!

THIS PAPER IS
Washable and Fadeproof but not Semi-Trimmed

18^c A SINGLE ROLL
*Sold Only in Double Length Rolls 16 yards
(48 ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.36

SIDEWALL PAPER

53 P 211—Beige 53 P 239—Sand
Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. **36c**

BORDER TO MATCH

53 P 4211—Beige 53 P 4239—Sand
Similar to pattern 207 border on page 10.
1 $\frac{7}{8}$ -in. wide. Shipping weight, 1 oz. per yard **5 $\frac{1}{2}$ c**

CEILING TO MATCH

53 P 212—Beige 53 P 240—Sand
Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. **34c**

The Amount and Cost Per Room
for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

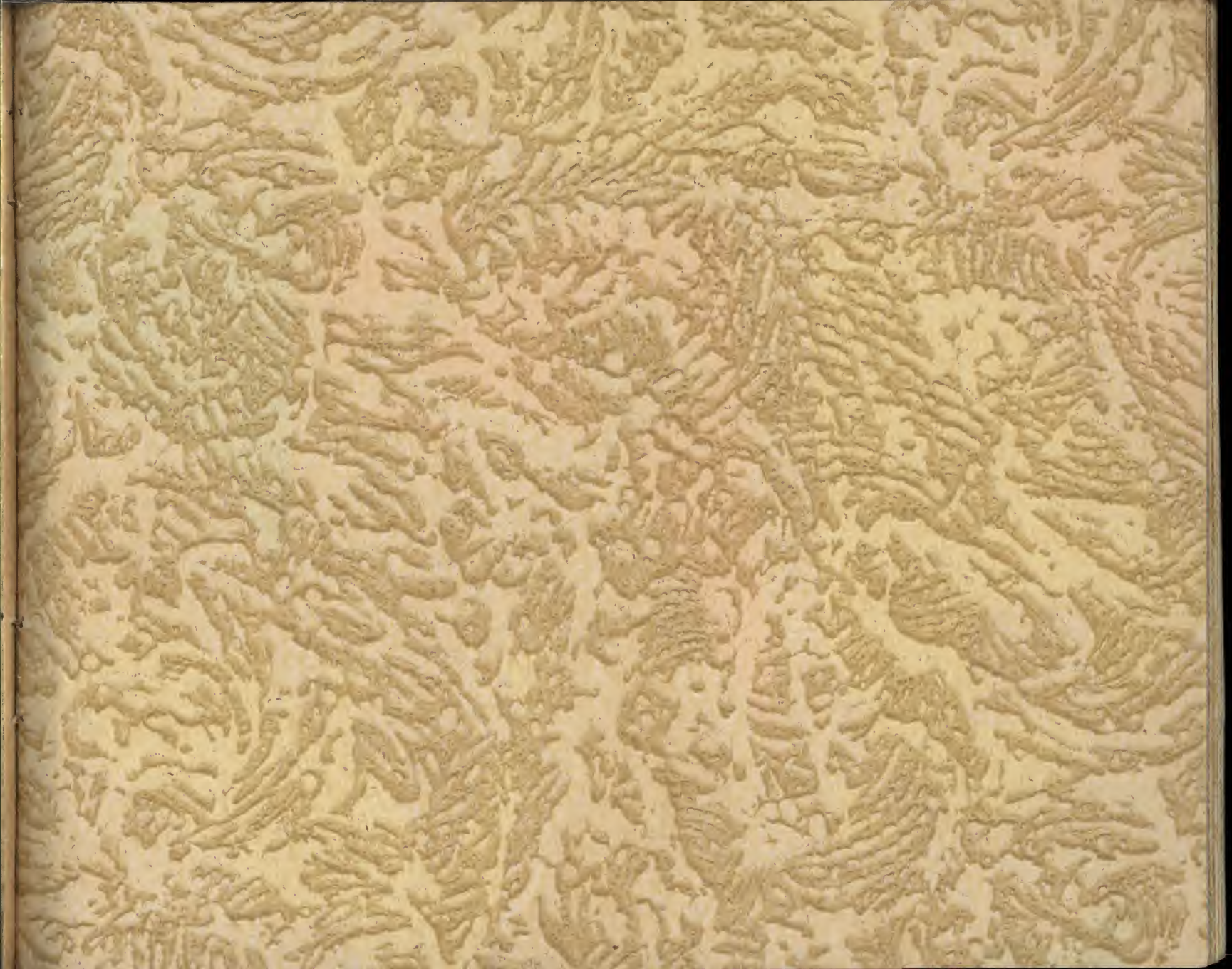
Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.89
10x12 ft.	5	2	16	3.36
10x14 ft.	6	3	18	4.17
12x14 ft.	6	3	19	4.23
14x18 ft.	8	4	23	5.51

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



"Swirl Plaster"—In Dark Golden Sand or Light
Golden Sand—For ANY ROOM

COLOR-PERFECT tones blended into these rich plaster papers, in a beautiful swirl pattern! Equally attractive in either the Dark or Light shades of Golden Sand. The Dark shade of the sample has been unusually acceptable. We have, however, made it possible for you also to secure the softer, warmer tones of Light Golden Sand because of the growing popularity of this newer coloring. Light Golden Sand is slightly softer and warmer than pattern 207. Swirl Plaster is as rich as any plaster pattern we have been able to find anywhere at any price! It is adaptable to any type furnishings, any color scheme.

THIS PAPER IS
Washable and Fadeproof but not Semi-Trimmed

18^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48-Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.36

SIDEWALL PAPER

53 P 215—Dark..... 53 P 241—Light
Per Double Length Roll of 16 yards.
Shipping weight, 2 lb. 8 oz..... 36^c

BORDER TO MATCH

53 P 4215—Dark.... 53 P 4241—Light
Similar to pattern 179 border on page 10
3¼-in. wide. Shipping weight, 1 oz. per yard 5½^c

CEILING TO MATCH

53 P 216—Dark..... 53 P 242—Light
Per Double Length Roll of 16 yards.
Shipping weight, 2 lb. 8 oz..... 34^c

The Amount and Cost Per Room
for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

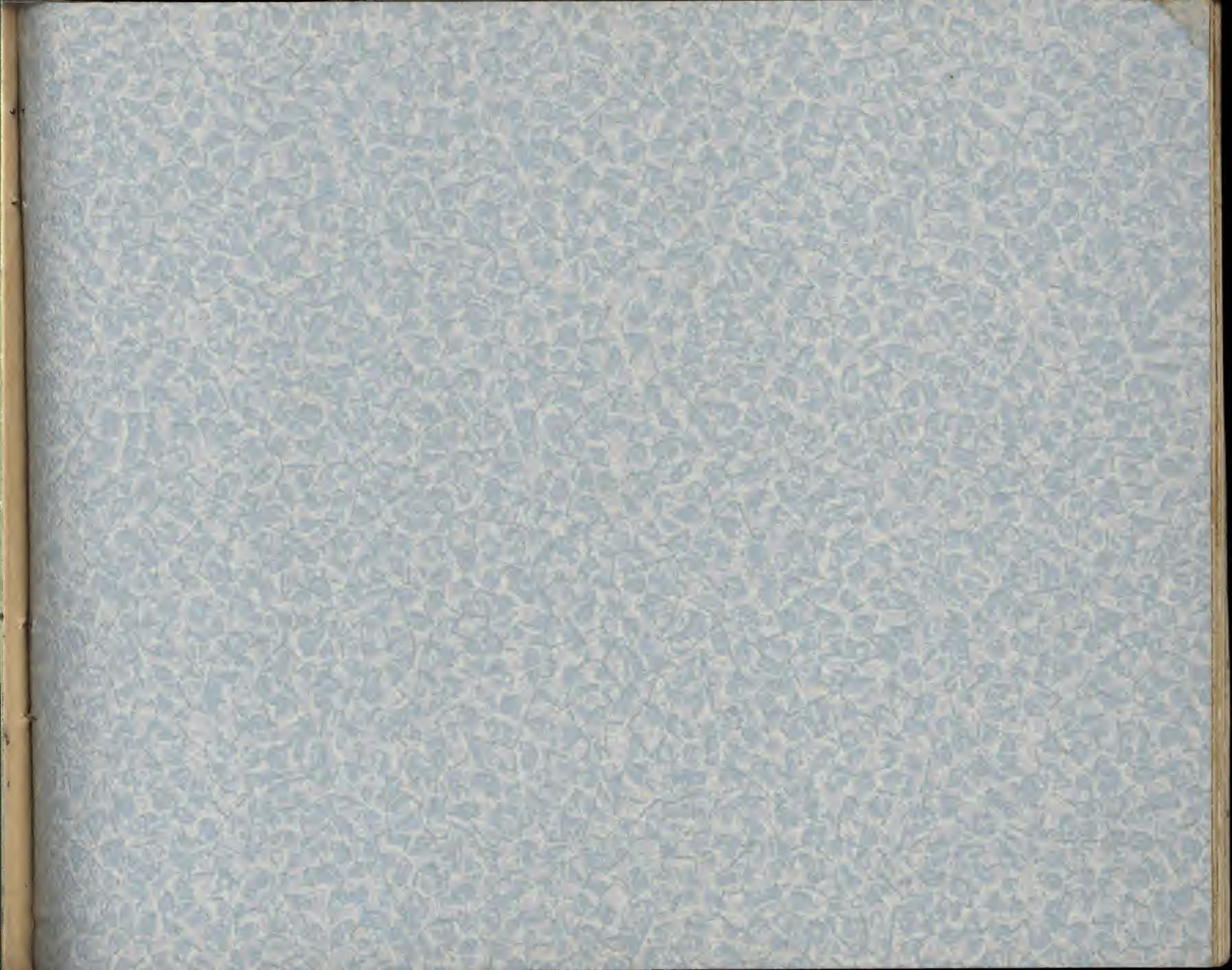
Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.89
10x12 ft.	5	2	16	3.36
10x14 ft.	6	3	18	4.17
12x14 ft.	6	3	19	4.23
14x18 ft.	8	4	23	5.51

555

SEARS *Color-Perfect* WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



“Seaspray”—New Waxed Finish Choice of 6 Colors, See Back Cover

For the first time, Sears—and Sears only—offer you a paper with all the beauty of a fine wall paper—and the practical finish of a wall oilcloth! Feel the heavy waxed finish—that took special machinery to make. Try sponging it off with soapy water—try fading it in the sun—find out for yourself that *Seaspray* is just about as practical as wall oilcloth—at just about one-fifth the cost! Choose your favorite shade, from the ROOM BEAUTIFUL SERIES of colors on the back cover, and order by the catalog numbers given below.

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.20
10x12 ft.	5	2	16	3.74
10x14 ft.	6	3	18	4.62
12x14 ft.	6	3	19	4.68
14x18 ft.	8	4	23	6.10

These Papers Are *Washable and Fadeproof but not Semi-Trimmed*

21^c *A*
Single
Roll

Cost of Paper for
Average Room.....\$3⁷⁴

Sold Only in Double Length Rolls
16 yds. (48 Ft.) long and 18-in. wide.

Order Color by Catalog No.	PRICE	Sand	Coral	Sunshine	Green	Fawn	Blue
SIDEWALL PAPER Double Length Roll of 16 yds. Shpg. wt. 2 lbs. 8 oz.	42c	53 P 217A	53 P 217B	53 P 217C	53 P 217D	53 P 217E	53 P 217F
BORDER TO MATCH 2-in. wide. Shpg. wt. 1 oz. per yard.	6c	53 P 4217A	53 P 4217B	53 P 4217C	53 P 4217D	53 P 4217E	53 P 4217F
CEILING TO MATCH Double Length Roll of 16 yds. Shpg. wt. 2 lbs. 8 oz.	34c	53 P 218	53 P 218	53 P 218	53 P 218	53 P 218	53 P 218

555

SEARS *Color-Perfect* **WALL PAPERS**
BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.



"Golden Rain"—MODERN VERSION OF
AN OLD FAVORITE—FOR DOWNSTAIRS

There's a certain crisp richness in *Golden Rain*, that you find only in the new COLOR-PERFECT papers. Sharp tropical leaves, brushed and softly blurred, where golden stripes go over. It's easy to imagine what glowing new beauty this paper will bring to living room, hall, dining room. Like having a new modern home, to use COLOR-PERFECT papers like this! Washable, Fadeproof, and a quality of paper that is worth far more!

THIS PAPER IS

Semi-Trimmed—Washable—Fadeproof

21^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48 Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.74

Order by Catalog Number

53 P 219—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 42c

53 P 5219—BORDER TO MATCH

2 Inches wide. Shipping weight, 1 oz.
Per yard. 6c

53 P 220—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34c

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.20
10x12 ft.	5	2	16	3.74
10x14 ft.	6	3	18	4.62
12x14 ft.	6	3	19	4.68
14x18 ft.	8	4	23	6.10

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



PATTERN No. 221 . . . This is the back of the actual sample . . .

"Patrician"—NEW TONES—NEW
TEXTURE—FOR ANY ROOM

"Period" papers like this are wonderfully popular, wonderfully effective! Especially with this linen-like textural finish! And the modish brown-amber tones! Use *Patrician* to make your room new and beautiful, with your present furniture; it will be stunning later, with new modern furnishings in browns, rusts, greens, golds. Like cost-ly decorators' paper! Washable, Fadeproof.

THIS PAPER IS

Semi-Trimmed—Washable—Fadeproof

21^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 yards
(48 Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.74

Order by Catalog Number

53 P 221—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 42c

53 P 4221—BORDER TO MATCH

2½ Inches wide. Shipping weight, 1 oz.
Per yard 6c

53 P 222—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34c

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.20
10x12 ft.	5	2	16	3.74
10x14 ft.	6	3	18	4.62
12x14 ft.	6	3	19	4.68
14x18 ft.	8	4	23	6.10

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



**"Gold Brocade"—STATELY SUPER-GRADE
PAPER—FOR DOWNSTAIRS ROOMS**

Feel the heavy paper stock...hold *Gold Brocade* near the light...appreciate the full glowing beauty of one of the richest, stateliest wall papers ever created. Certainly the finest ever offered at anywhere near this price. Unusually effective in dark rooms. A wonderful investment; the **COLOR-PERFECT** tones won't fade, won't show soil easily...can safely be washed! And it is Semi-Trimmed...easy to hang.

THIS PAPER IS

Semi-Trimmed—Washable—Fadeproof

21^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 Yards
(48 Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.74

Order by Catalog Number

53 P 223—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. **42c**

53 P 4223—BORDER TO MATCH

Similar to pattern 233 border on page 10.
2½ Inches wide. Shipping weight, 1 oz.
Per yard. **6c**

53 P 224—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. **34c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.20
10x12 ft.	5	2	16	3.74
10x14 ft.	6	3	18	4.62
12x14 ft.	6	3	19	4.68
14x18 ft.	8	4	23	6.10

555

SEARS *Color-Perfect* WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



PATTERN No. 227 . . . This is the back of the actual sample . . .

"English Countryside"—COLOR-PERFECT Blend
of Many Shades for DOWNSTAIRS

Follow fashion, with this scenic paper that is like a costly decorator's paper, in its richly shaded pattern of many colors, and much gold, like a gold-threaded tapestry. Distinct bridges, pagodas, woodland reaches, in nature's loveliest colorings, to make beautiful panels on a plain wall. Rich screens, handsome entire walls—for living room, dining room, hall! Modern or less modern tones, in your furniture and rugs will blend in perfectly. The scenic border is richly wide. All Washable, Fadeproof!

THIS PAPER IS

Semi-Trimmed—Washable—Fadeproof

23^c

A SINGLE ROLL

*Sold Only in Double Length Rolls, 16 yards
(48-Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$3.94

Order by Catalog Number

53 P 227—SIDEWALL PAPER

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 46^c

53 P 3227—BORDER TO MATCH

5 Inches wide. Shipping weight, 1 oz.
Per yard. 6^c

53 P 228—CEILING TO MATCH

Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34^c

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.36
10x12 ft.	5	2	16	3.94
10x14 ft.	6	3	18	4.86
12x14 ft.	6	3	19	4.92
14x18 ft.	8	4	23	6.42

555

SEARS *Color-Perfect* **WALL PAPERS**

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.



"Colonial Plaster"—Period Design in Golden Sand
or Ecru for ANY ROOM

Give an air of elegance to your room with this authentic Colonial pattern, in plaster effect—a little costlier to make, on special pattern rollers—a great deal more luxurious, beautiful! The Ecru shade provides a beautiful contrast of off-white design on gray background—unusually attractive. Both shades of this paper are Washable, Fadeproof.

THIS PAPER IS

Washable and Fadeproof but not Semi-Trimmed

25^c

A SINGLE ROLL

*Sold Only in Double Length Rolls 16 Yards
(48 Ft.) long and 18 inches wide.*

Cost of Paper for Average Room \$4.22

SIDEWALL PAPER

53 P 229—Sand 53 P 237—Ecru
Per Double Length Roll of 16 yards. 50c
Shipping weight, 2 lbs. 8 oz.

BORDER TO MATCH

53 P 4229—Sand 53 P 4237—Ecru
See pattern 229 border on page 10.
3¼ Inches wide. Shipping weight 1 oz. 6½c
per yard.

CEILING TO MATCH

53 P 230—Sand 53 P 238—Ecru
Per Double Length Roll of 16 yards.
Shipping weight, 2 lbs. 8 oz. 34c

The Amount and Cost Per Room
for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two -- for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.59
10x12 ft.	5	2	16	4.22
10x14 ft.	6	3	18	5.19
12x14 ft.	6	3	19	5.26
14x18 ft.	8	4	23	6.86

555

SEARS *Color-Perfect* WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT

SEARS, ROEBUCK AND CO.





"Petal Grove" — Spacious Modern Beauty for
DOWNSTAIRS ROOMS AND HALLS

Ask someone to hold this paper against your wall, and look at it from a distance, to appreciate what a feeling of luxury, what classic modern richness and good taste it will bring to your house. The big "loose" pattern, the artistic blending of brown, peach and white tones, are new and smart. And the design has a depth that gives surprising spaciousness to your room. Picture it with sheer brown drapes; or peach, white or beige. "Petal Grove" will be lovely with any furniture.

25^c

A SINGLE ROLL

Cost of Paper for Average Room \$422

All Sears paper is sold in double length rolls, 16 yards (48-ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- Washable
- Fadeproof
- Not Semi-Crimmed

Order by Catalog Number

53 P 6643—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **50^c**

53 P 46643—BORDER TO MATCH

2½ inches wide. Shipping weight, 1 oz. Per yard **6½^c**

53 P 232—CEILING TO MATCH

Per Double Length Roll of 16 Yards. Shipping weight, 2 lbs. **34^c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.59
10x12 ft.	5	2	16	4.22
10x14 ft.	6	3	18	5.19
12x14 ft.	6	3	19	5.26
14x18 ft.	8	4	23	6.86

1555

SEARS Color-Perfect WALL PAPERS

BEAUTIFUL • ECONOMICAL • CORRECT
SEARS, ROEBUCK AND CO.





"English Chintz"—A masterpiece of color-printing—
for ANY ROOM

27 colors—more than were ever used before, have gone into this wall paper—to achieve the effect of rare, costly English Chintz . . . extremely charming and luxurious on your walls! Large pattern, spaced at rather wide intervals, against satiny stripes . . . a feeling of rich, tasteful spaciousness—far lovelier than the small sample shows! A tribute to skillful craftsmanship.

25c

A SINGLE ROLL

Cost of Paper for Average Room \$4.22

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Crimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 233—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 8 oz. **50c**

53 P 4233—BORDER TO MATCH

See pattern 233 border on page 10. 2½ inches wide. Shipping weight, 1 oz. Per yard. **6½c**

53 P 234—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 8 oz. **34c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

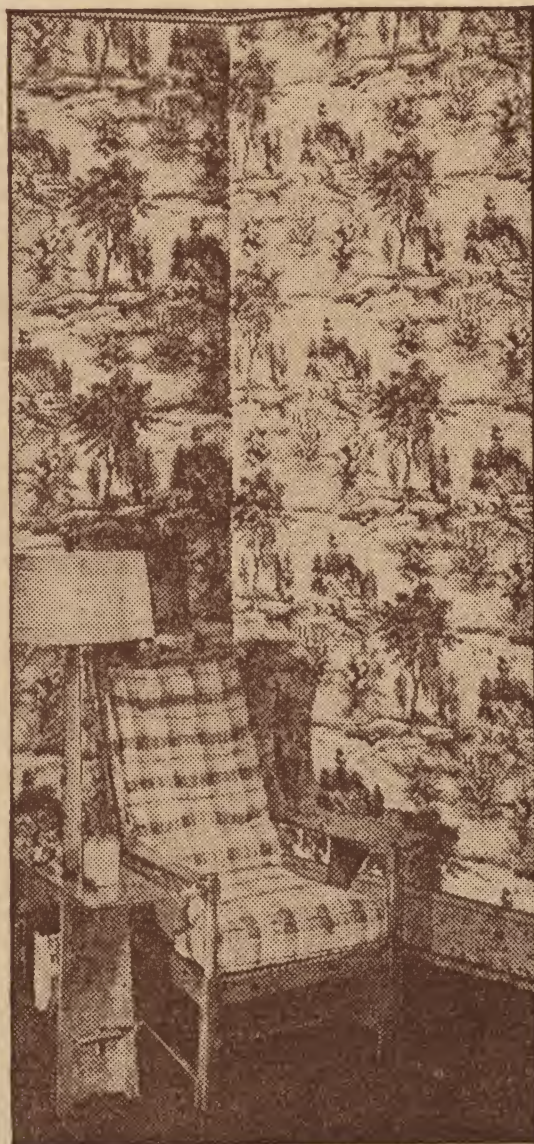
Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.59
10x12 ft.	5	2	16	4.22
10x14 ft.	6	3	18	5.19
12x14 ft.	6	3	19	5.26
14x18 ft.	8	4	23	6.86

555

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PATTERN No. 235 . . . This is the back of the actual sample . . .



"Scenic Rotogravure" — Distinctive "Photographed" Paper —
For DOWNSTAIRS ROOMS

Have you longed to have soft porcelain-like blends like a lovely painting—for the walls of your dining room, living room, or hall? Until now the Rotogravure process has been reserved for higher priced papers. SEARS bring you this COLOR-PER-FECT scene of house, bridge, rushes and overspreading tree—for amazingly little.

23c

A SINGLE ROLL

Cost of Paper
for Average Room **\$3.94**

All Sears paper is sold in double length rolls, 16 yards (48-ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 235—SIDEWALL PAPER
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 8 oz. **46c**

53 P 4235—BORDER TO MATCH
2½ Inches wide. Shipping weight, 1 oz. Per yard. **6c**

53 P 236—CEILING TO MATCH
Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. 8 oz. **34c**

**The Amount and Cost Per Room
for This Pattern**

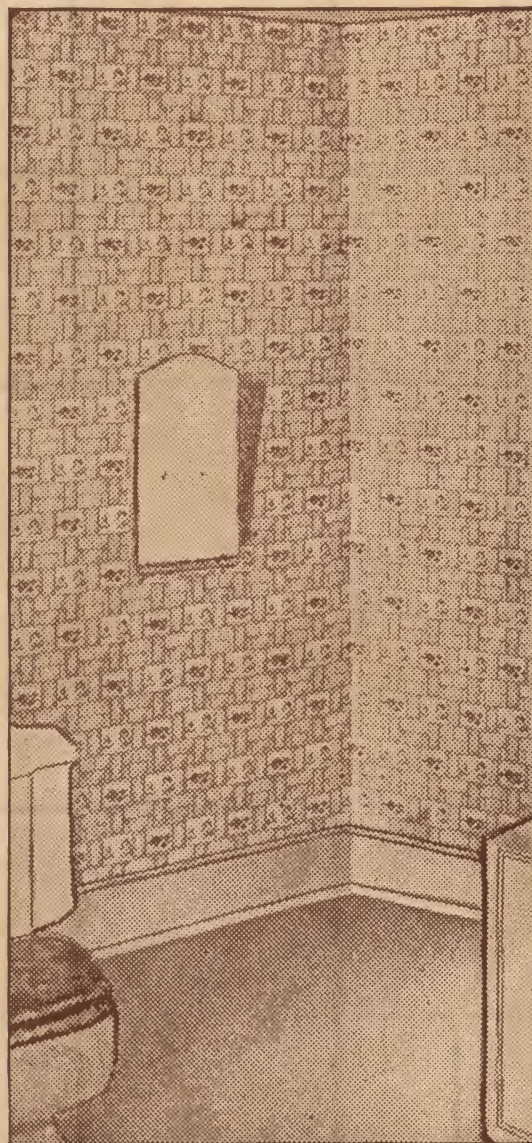
Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$3.36
10x12 ft.	5	2	16	3.94
10x14 ft.	6	3	18	4.86
12x14 ft.	6	3	19	4.92
14x18 ft.	8	4	23	6.42

2 555

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"Waterlily Tile"—Waterproof Waxed Surface—in Ivory or Green
for BATHROOM, KITCHEN

Newest tones are blended in this cleancut Color-Perfect waterproofed paper that protects your walls at the same time it beautifies them. The soft pastels in the designs make any colors "fit in". The unusually fine waterproofed finish makes *Waterlily Tile* very practical. Use it for either Bathroom or Kitchen! Choice of two colors.

18c

A SINGLE ROLL

**Cost of Paper \$320
for Average Room**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

IVORY (With Coral and Blue)

53 P 209—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **36c**

53 P 4209—BORDER TO MATCH

1 7/8 Inches wide. Shipping weight, 1 oz. Per yard **5c**

53 P 210—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **30c**

**The Amount and Cost Per Room
for This Pattern**

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.74
10x12 ft.	5	2	16	3.20
10x14 ft.	6	3	18	3.96
12x14 ft.	6	3	19	4.01
14x18 ft.	8	4	23	5.23

GREEN (With Coral and Rust)

53 P 247—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **36c**

53 P 4247—BORDER TO MATCH

1 3/4 Inches wide. Shipping weight, 1 oz. Per yard **5c**

53 P 248—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **30c**

Washable, Fadeproof — but not Semi-Trimmed

1 555

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PATTERN No. 213 . . . This is the back of the actual sample . . .



"Happy-House Tile" — To Create a Happy BATHROOM or KITCHEN

There's a clean, sparkling charm to this COLOR-PERFECT wall paper—that will brighten the very darkest, dingiest room! *Happy House Tile* is cool, if you use white curtains . . . warm if you use coral and gold for towels, or other accents, in the room. COLOR-PERFECT . . . doesn't fade; is steam-resistant, Washable! And Semi-Trimmed for easy hanging.

15c

A SINGLE ROLL

Cost of Paper
for Average Room **\$2⁸²**

All Sears paper is sold in double length rolls, 16 yards (48-Ft.) long and 18 inches wide because it cuts with less waste than single rolls. But to make it easy for you to compare prices with others, the price quoted above is for a single roll.

THIS PAPER IS

- *Semi-Trimmed*
- *Washable*
- *Fadeproof*

Order by Catalog Number

53 P 213—SIDEWALL PAPER

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **30c**

53 P 4213—BORDER

2¼ Inches wide. Shipping weight, 1 oz. Per yard **4½c**

53 P 214—CEILING TO MATCH

Per Double Length Roll of 16 yards. Shipping weight, 2 lbs. **30c**

The Amount and Cost Per Room for This Pattern

Allowance has been made in this chart for average door and window openings. We suggest you order an extra roll or two - - for patching or repairing that may be needed. For more complete ordering information see page 8.

Size of Room (9-foot Ceiling)	Double Rolls, SIDEWALL	Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
8x10 ft.	4	2	14	\$2.43
10x12 ft.	5	2	16	2.82
10x14 ft.	6	3	18	3.51
12x14 ft.	6	3	19	3.56
14x18 ft.	8	4	23	4.64

555

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sample . . .

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HEN

FECT wall paper—that will
se Tile is cool, if you use
towels, or other accents, in
steam-resistant, Washable!

Catalog Number

WALL PAPER

of 16 yards. Shipping **30c**

BORDER

g weight, 1 oz. Per **4 $\frac{1}{2}$ c**

NG TO MATCH

of 16 yards. Shipping **30c**

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ide in this chart for average door
We suggest you order an extra
or repairing that may be needed.
ng information see page 8.

Double Rolls, CEILING	Yards of BORDER	Total Cost, Room COMPLETE
2	14	\$2.43
2	16	2.82
3	18	3.51
3	19	3.56
4	23	4.64

555

L PAPERS

• CORRECT

CO.